

ICE CREAM FIELD



November 1952

In this issue:

1952 Ice Cream Breakfast Highlights
Ice Milk And Vegetable Fat Reports
Hood Demonstrates Plant Flexibility
HTST From The Engineer's Standpoint

PLEASE ROUTE TO	Owner	Prod. Mgr.	Sls. Mgr.	Adv. Mgr.	Library

HERE'S THE LEADER IN *1/2 Gallon Packages*



by
SUTHERLAND

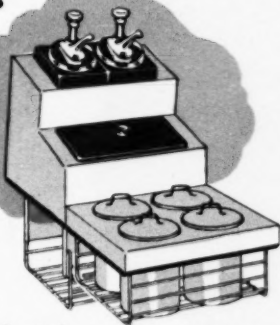
Colorful . . . sturdy . . . stock design cartons like the one shown above are now available for your frozen desserts. Here's a way to give your customers the economies of bulk buying *at greater profits for you* . . . an opportunity to test the sales appeal of 1/2 gallon packages in your market, or to cut down on your present overall 1/2 gallon packaging costs. Available in Lock-End and Automatic Bottom styles.

Write for samples and full particulars.

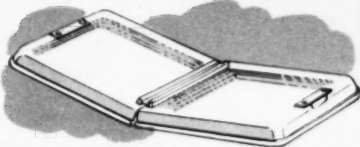
FOLDING, PARAFFINED, AND LAMINATED CARTONS
BAKERY PACKAGES • PREPACKAGING BOARDS AND TRAYS



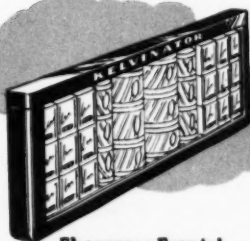
LIQUID-TIGHT CONTAINERS • FOOD TRAYS • PAPERWARE
EGG CARTONS • PLATES • PAILS • HANDI-HANDLE CUPS



Bob-ette! Exclusive miniature syrup and crushed fruit dispenser fits any standard Kelvinator cabinet. Makes sodas, sundaes . . . and sales. Moves more bulk!



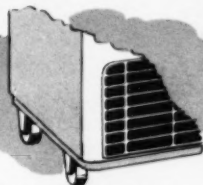
Clear-Vision Lids! Prospects see mouth-watering treats inside cabinet without lifting lid. These clear plastic tops help save valuable cold in locations where lids are essential.



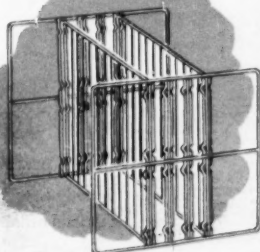
Showcase Fronts! Easily attached to Kelvinator model KM-9 and KM-12 cabinet. Gives appeal of glass front model at fraction of cost. No fogging—no frosting—orderly display at all times. Fluorescent lighted.



Sho-Lite Lids! NO FOGGING! (top, bottom, or inside) transparent lid—automatically warmed—keep your products **VISIBLE** and **INVITING** at all times. Fluorescent light in sign shines through window to spotlight your products in cabinet.



Caster Sets! Wheel cabinets where traffic—and sales—are heaviest, on rust-proof ball-bearing casters. Easy-acting, smooth-riding.



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Make standard cabinets into handsome hard-working salesmen. Fluorescent lighted . . . full-color pictures . . . floodlighted interior . . . quick and easy to install.

These
Point-Of-
Sale
Accessories
help you
Sell
More
Ice
Cream!

For full information on these accessories, see your Kelvinator Ice Cream Cabinet Representative or write Kelvinator, Division Nash-Kelvinator Corp., Detroit 32, Mich.

Get more . . . Get **Kelvinator**

THE BEST KNOWN NAME ON MODERN ICE CREAM CABINETS



Instantaneous release!

The full flavor of SPA-stabilized ice cream bursts forth instantly at tongue touch! That's because SPA gelatin has a special affinity with other ingredients in the mix, blending them together evenly in a matter of seconds without "locking" or "freezing in".

Stabilize with SPA and you can be sure of trouble-free freezer operation. The low viscosity mix resists "heat shock" and so eliminates the danger of ice and "sand" crystals.

But that's not the whole story. Despite its extraordinary performance SPA costs less than ordinary gelatins!

You are bound to want further details—so here is our address. Write today.

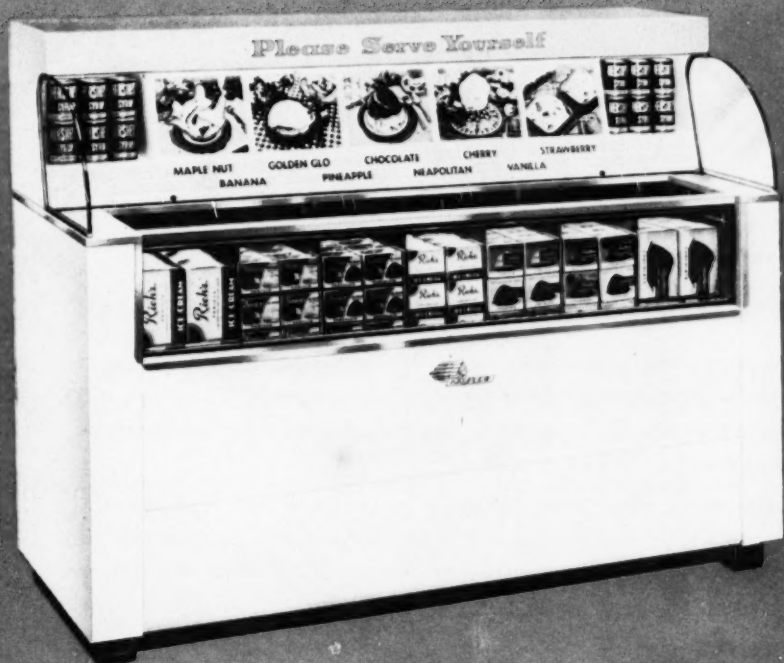
B. YOUNG & CO. OF AMERICA LTD.
274 Madison Avenue, New York 16, N. Y.

THE OLDEST NAME IN GELATIN IS **YOUNG**
FAMOUS AS MAKERS OF FINE ENGLISH GELATINS SINCE 1818

ICE CREAM FIELD, November 1952

TODAY'S
BEST BUY
IN

GLASS FRONTS!



SAVAGE
GF-13



HOLDS 608 PINTS

AVAILABLE FOR 115 VOLT
OR 230 VOLT INSTALLATION

IMMEDIATE SHIPMENT

L.C.L. PRICE: \$513.50

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When Winter Comes to Rochester

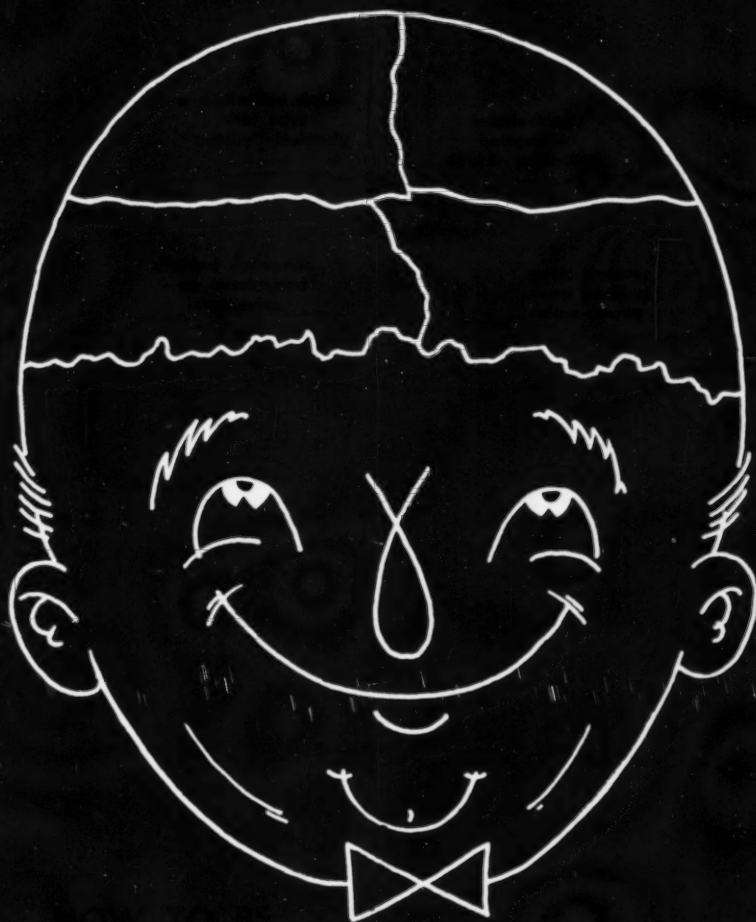
Here at Vanilla Laboratories, we do not view the approach of winter with as much alarm over shipping difficulties as we did 30 or 35 years ago. Thanks to the Diesels, the freight now goes through with only minor delays.

However, we still take extra precautions to maintain prompt, accurate winter deliveries, and in case of local tie-ups anywhere—east, west, north or south—are prepared to rush emergency shipments.

Yes, our customers know that if there is more than temporary traffic trouble in their neighborhood and their Vanilla supply is low, all they have to do is wire or telephone.

Vanilla Laboratories, Inc.
ROCHESTER, N. Y.

PURES—BLENDS—CONCENTRATES—POWDERS



HERE'S HELP that can:

**\$ SAVE YOU MONEY
\$ FATTEN YOUR PROFITS**

So many times we've heard a packer say, "Wish I'd done this a lot sooner," after he has seen the performance of his new Puritan container.

It's smart business to review periodically all phases of your company — particularly packaging. Here are some timely suggestions:

TALK

with the Puritan representative in your area. He knows containers and he knows how to help you get the most for your money. He'll show you the many features of Puritans, any one of which could save you money and headaches.

SEE

what others are doing. Send for a tube of samples, and when they arrive spread them out on your desk. Notice how beautifully they are designed for modern merchandising and really good protection. Pull one of them apart and examine the double-seal interlocking bottom. And see how easily the lid snaps into the well-grooved lid seal to prevent packing slow-downs and wasted contents.

WRITE

to the Puritan Free Advisory Service *anytime* you have a question about containers. We can probably help you — and we're anxious to do so.

THEY PACK IT IN PURITANS

Foremost Borden's
Howard Johnson's Coble's

COUPON

TRY PURITAN CONTAINERS

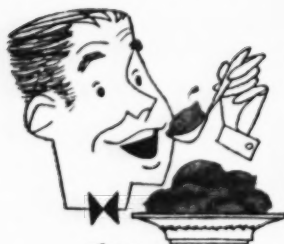


made by the pioneer of paper cups

THE AMERICAN PAPER GOODS CO.

KENSINGTON, CONNECTICUT • CHICAGO, ILLINOIS

SINCE 1893



Greater Ice Cream Sales

start with Mix Formulas containing

Nonfat Dry Milk Solids

Nonfat Dry Milk Solids does make a difference in ice cream mix formulas—a difference that's reflected in greater ice cream sales!

Whatever butterfat content you

use—10 percent—12 percent—up to 18 percent—Nonfat Dry Milk Solids in mix formulas builds up the body of your product and definitely increases its nutritive value.

Check these formulas below. See for yourself how Nonfat Dry Milk Solids makes a better product.

Mix testing 10% fat, 12% serum solids, 15% sugar, 0.4% stabilizer* and 37.4% total solids

Ingredients	Lbs.
40% Cream	19.2
4% Milk	59.4
NDMS	6.0
Sugar	15.0
Stabilizer	0.4
	100.0

Mix testing 14% fat, 10% serum solids, 15% sugar, 0.3% stabilizer and 39.3% total solids

Ingredients	Lbs.
40% Cream	30.0
4% Milk	50.5
NDMS	4.2
Sugar	15.0
Stabilizer	0.3
	100.0

Mix testing 12% fat, 11% serum solids, 15% sugar, 0.4% stabilizer and 38.4% total solids

Ingredients	Lbs.
40% Cream	24.6
4% Milk	54.8
NDMS	5.2
Sugar	15.0
Stabilizer	0.4
	100.0

Mix testing 16% fat, 9% serum solids, 16% sugar, 0.25% stabilizer and 41.25% total solids

Ingredients	Lbs.
40% Cream	35.55
4% Milk	44.9
NDMS	3.3
Sugar	16.0
Stabilizer	0.25
	100.0

Mix testing 18% fat, 9% serum solids, 16% sugar, 0.25% stabilizer and 43.25% total solids

Ingredients	Lbs.
40% Cream	41.0
4% Milk	39.25
NDMS	3.5
Sugar	16.0
Stabilizer	0.25
	100.0

*When using commercial stabilizers, follow directions of the manufacturer.

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*F*rom Washington and 16 other key centers throughout the Eastern and Southern States, Mathieson serves the ice cream, beverage and other food industries with Dry Ice.

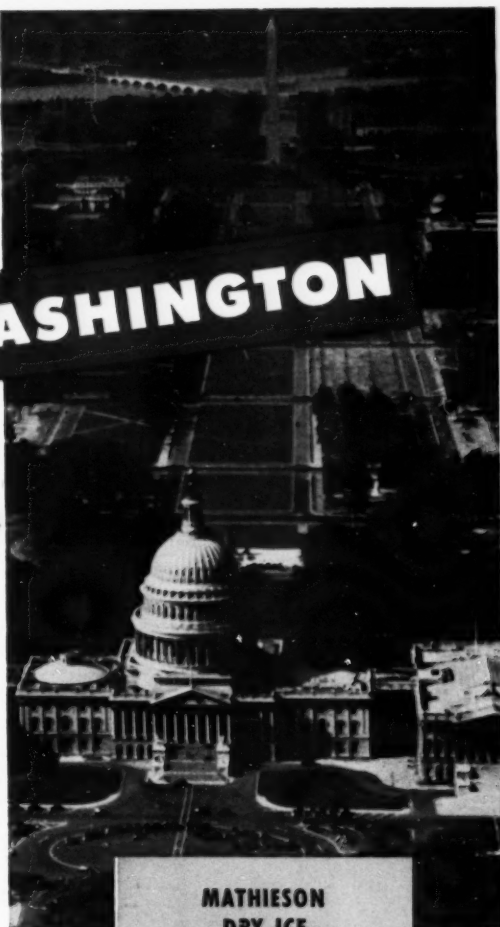
Mathieson Dry Ice warehouses are equipped and staffed to give you dependable delivery service. And our representative there is ready to help you with any handling, storage or use problem. Call your nearest Mathieson warehouse today for quality Dry Ice, plus swift delivery and friendly, helpful service. Mathieson Chemical Corporation, Baltimore 3, Maryland.

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9019

ICE CREAM FIELD, November 1952



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**KEEP
THE NAME
OF YOUR BRAND
IN THE
CUSTOMER'S HAND...**



They've bought it . . . they're ready to eat it. There's no better time than now to remind them that this is your ice cream. And you can, by keeping your brand name on the fresh, crisp Lily* container that merchandises your product. This moment, as customers hold and enjoy your ice cream, is ideal, because the consumers directly associate your name with the goodness of your ice cream.

There's a Lily Cup and Container size for every situation, specially printed or in stock designs . . . Lily Cups of 3, 3½ and 4 ounces . . . Lily Containers of 5, 6, 7, 8 and 16 ounces . . . Lily Tub, ½ gal. capacity. Interested in the Lily Story?



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*T.M. Reg. U.S. Pat. Off.



YOUR SPECIALIST DOES IT BETTER!

Whether it's tuning timepieces or supplying sugars, your specialist invariably does the job better. By concentrating on serving the *industrial* users of sugar, we of Refined Syrups & Sugars have gained a knowledge of food manufacturers' problems that repeatedly pays off for them in terms of higher quality and simplified production.

As more progressive manufacturers switch to FLO-SWEET liquid sugar, they benefit from the many advances pioneered by Refined Syrups &

Sugars. First to deliver liquid sugar on a bulk commercial basis . . . first to establish complete engineering service in design and installation of liquid sugar systems . . . first in formulating liquid sugar tailored to customer specifications — FLO-SWEET is truly *first* and *foremost* in liquid sugar!

You, too, may effect important savings with a FLO-SWEET liquid sugar installation. Consult Refined Syrups & Sugars, Inc., Yonkers 1, N. Y.

**flo-
sweet**

REFINED SYRUPS & SUGARS, INC.

Yonkers 1, N. Y.

ORGANIZED TO SERVE THE INDUSTRIAL SUGAR USERS EXCLUSIVELY

GET THE FACTS

about the WHITE 3000

AND SAVE

FRANKLIN ICE CREAM travels by White 3000 in Cleveland. Drop frame makes doors 26 inches from ground, eliminating high lifting. This 14 ft. body has 1500 gallon capacity for more deliveries per day.



FIND OUT what the White 3000 does in *your* business. See what its modern design means to *you* in the way of more deliveries per day . . . in less time . . . at lower cost.

Here is new maneuvering ease . . . new loading and unloading time savings . . . new energy-saving design that makes the driver a better driver and a better salesman.

Its exclusive power-lift cab saves maintenance time and cost. And its White Quality means lower operating cost . . . longer life.



FOR MORE THAN 50 YEARS
THE GREATEST NAME IN TRUCKS

**Get this Scientific Truck Evaluation
from your White Representative . . . Today!**

Call your White Representative for a complete evaluation of *your* truck operations. It will tell you the factual story of efficiency and economy tailor-made to your own delivery service. It means money saved . . . delivery costs reduced . . . in your business!

THE WHITE MOTOR COMPANY
Cleveland 1, Ohio

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ICE CREAM FIELD

VOL. 60

November

NO. 5

**A GRANT
THE MODERN
MAGAZINE
OF THE
ICE CREAM
INDUSTRY
PUBLICATION**

Staff: HOWARD B. GRANT, Publisher; SIDNEY M. MARAN, Editor; DR. C. D. DAHLE, Tech. Editor; ALEX E. FREEMAN, Business Manager; HARRY STAAB, Art Editor; JAY M. SANDLER and LOUIS TRANZILLO, JR., Adv. Mgrs.

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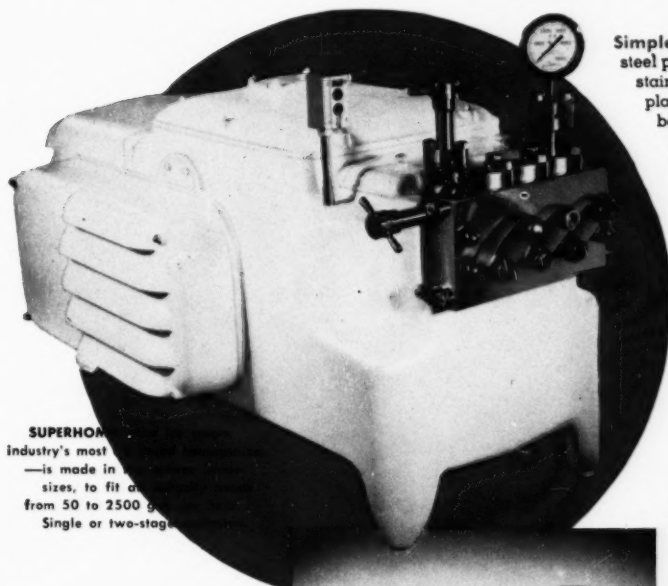
**YOU CAN'T GET AS MUCH
IN ANY OTHER HOMOGENIZER**

... ONLY *Superhomo*

GIVES YOU ALL THESE ADVANTAGES ... FOR

PRODUCING FINER TEXTURED, SMOOTHER FLAVORED

ICE CREAM AND ICE CREAM MIX



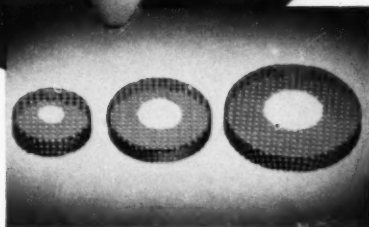
SUPERHOMO
Industry's most
— is made in
— sizes, to fit
from 50 to 2500
Single or two-stage

Simple, Sanitary Construction—Stainless steel product contact surfaces. Precision-ground stainless valve plugs and seats. Cadmium-plated springs. Non-absorbent, synthetic rubber gaskets. Conforms to 3A Sanitary Standards.

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Less Maintenance — Automatic, positive lubrication ... no oil pumps to fail or lines to clog. Extra wide and heavy twin helical gears. No stuffing box maintenance.



Another Reason Maintenance Is So Simple

Perforated, stainless steel replaceable caps take 98% of homogenizing valve wear ... keep valves in top condition ... provide new homogenizing surfaces daily ... extend area of effective homogenization.



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5222 B



We took the heart of this...

(the butter-rich toffee center of
our famous Butter Brickle candy bar)

and ground it up like this...

(into a crunchy, delicious
ice cream flavoring)



so you can make the ice cream that's
smashing sales records from coast to coast!

wherever

Butter Brickle*

is featured

there are 4 big flavors instead of 3!



Available in 27-lb. or 54-lb.
containers at \$34 per lb., F.O.B.
Sioux Falls. On orders of 100
lbs. or more, freight prepaid to
any point in the U. S.

*Butter Brickle is a registered trade mark of
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SELLING

Selection



FASHION SHOW in which contemporary waitress uniforms were displayed opened this year's Ice Cream Breakfast. Shown here are the four models who "figured" in the show.

ICE CREAM



SUNDAE-MAKING contest photos show the boys' and girls' divisions and their "consultants." In the bottom photo are the winners—Eva Soto and Oscar Gonzalez.

CONTINUING its exploitation of a promotional idea that has received more nationwide publicity than any other in the ice cream industry, the National Association of Retail Ice Cream Manufacturers sponsored the fifth annual Ice Cream Breakfast on September 27 in the Hotel LaSalle, Chicago. The event was held as a program highlight of the association's nineteenth yearly convention.

Howard B. Grant, Publisher of ICE CREAM FIELD, at whose suggestion in 1948 the association threw its support behind the Ice-Cream-for-Breakfast movement, served as Chairman of the 1952 affair.

More than 300 persons were present as the proceedings opened with a style show sponsored by the Angelica Uniform Company. A bevy of comely models displayed several versions of what the well-dressed waitress should wear.

Then a delegation of youngsters from the Off-The-Street Club of Chicago was brought out. It was revealed that the children were going to participate in a contest later in the morning. It developed that this competition stole the show.

Introduced next were two prominent industry personalities. They were M. G. Van Buskirk, Executive Secretary of the Illinois Dairy Products Association, and Bryan Blalock, merchandising executive of the Borden Company, Marshall, Texas. Both men spoke briefly as did Ted Gottwein, famous in the trade for his fancy ice cream creations.

Then Mr. Grant called the audience's attention to

BREAKFAST ON VIDEO



SPEAKERS DURING the 1952 Ice Cream Breakfast included (left to right) M. G. Van Buskirk of the Illinois Dairy Products Association; Bryan Blalock of the Borden Company; Mrs. Marie Mitchell of McClary Ice Cream Company; Fred Klaus of Pike Retail Ice Cream; and Irving Reynolds of Franklin Ice Cream Company.

another industry event—the awarding of the annual prize for the “idea-of-the-year.” Each year, the association sponsors a contest designed to stimulate merchandising ingenuity among its members. The contest was inaugurated last year at the suggestion of ICE CREAM FIELD. Prizes, consisting of two silver cups, are donated for each competition by ICE CREAM FIELD.

The magazine publisher reviewed the three outstanding entries in this year's contest. Then he announced that, after careful and thoughtful study, the association's Board of Directors had decided upon Burt's Good Humor Ice Cream Company of Tulsa, Oklahoma, as this year's winner. The winning entry was an account of a peach ice cream promotion that accounted for a sixty per cent increase in one month's sales (June, 1952 over June, 1951). Complete details of the merchandising campaign were published exclusively in the August issue of this magazine.

Next, the assemblage was introduced to Miss Ice Cream of 1952. She is Pat Flanagan, a Chicago fashion illustrator. Anthony Kainz, retiring President of the association, presented her with an orchid on behalf of the entire industry.

Each of the youthful guests then was introduced by Frank Giblin of Ramsey Laboratories, who along with Robert Christiansen of Robert P. Christiansen Company and Mary Welch of Mary Welch Specialties served with Mr. Grant on the Ice Cream Breakfast Committee. Mr. Giblin served as commentator as the



ANTHONY KAINZ (right), retiring President of the NARICM, presents an orchid to “Miss Ice Cream of 1952” as Howard B. Grant, Publisher of ICE CREAM FIELD, looks on. Below, Frank Giblin of Ramsey Laboratories, who served on the Ice Cream Breakfast committee, presents the young lady with a monumental serving of ice cream.

FR38

A HALLMARK ® PRODUCT

A proven, uniform, economical
ice cream stabilizer—
backed by Stein Hall Control
Chemists and engineers
in Stein Hall modern
research laboratories! A
quality product worth your
investigation.

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Branch offices in 16 cities in U. S. and Canada



1952 AWARD for the "Idea-of-the-Year" was presented by ICE CREAM FIELD Publisher Howard B. Grant (left) to Harry Burt, President of Burt's Good Humor Ice Cream Company of Tulsa, Oklahoma, during the annual Ice Cream Breakfast.

youngsters put on a performance that is still being talked about throughout the industry.

The first phase consisted of a series of songs, dances and skits. Judging from the applause of their audience, the children possess talent worth watching.

But the best was yet to come! The youngsters were asked to participate in a sundae-making contest. They were provided with all the ingredients they could think of—and some they couldn't think of! They went at it to the delight of the 300 spectators.

After a hectic session, the entries were submitted for judging. In the girls' division, Eva Soto, fourteen years young, took first prize for her one-in-a-million "Mark Twain Special." (Don't ask us to describe it—you wouldn't believe it if you *saw* it, much less read about it!) Pacing the boys was Oscar Gonzales, age twelve. His entry was labeled, "Hokey Pokey."

Prizes went to all the contestants, with special awards presented to the two winners. The kids kept photographers from the Chicago newspapers busy as the cameramen worked hard to record the sensational contest. Most of the newspapers published stories and pictures in their September 28 editions.

Perhaps the most widely circulated publicity accorded to the 1952 Ice Cream Breakfast, however, was the showing of a film on television station WGN-TV in Chicago in which the sundae-making contest was featured. The film, prepared for the "Chicago News-land" program, was shown twice on Channel 9.

To conclude the program, Irving Reynolds of the Franklin Ice Cream Company, Toledo, Ohio, addressed the assemblage. He cited the vital role which the Ice Cream Breakfast plays in the annual get-togethers of the association, and offered thanks on behalf of the industry to ICE CREAM FIELD and Publisher Howard B. Grant for creating events of this kind.

Today's Trend Towards Automatic Sandwich Processing Provides Ice Cream Manufacturers with Savings of 10¢ Per Dozen Over Other Production Methods . . . Highest Profit Potential . . . Top Quality Sandwiches . . . Greatest Sales Results!

Empire "Giant and Twin" Sandwiches (2" x 5½") Are Used With



**THE ANDERSON
AUTOMATIC MACHINE**

The ultimate in completely automatic sandwich production. Used with outstanding success by leading manufacturers, 3 people produce 300-400 dozen boxed sandwiches per hour.



**LYNCH "MOREPAC"
AUTOMATIC SANDWICH
WRAPPING UNIT**

Produces the perfect "merchandising" sandwich. Completely wrapped . . . ready for ready sales! Used in conjunction with Empire Sandwich-Matic Unit can produce 300-400 dozen wrapped sandwiches per hour with 3 people.



**EMPIRE
SANDWICH-MATIC
Processing Unit**

Available on inexpensive rental basis. Extreme versatility allows for use in any plant, large or small. Can produce several size sandwiches, by simple change of extruder. Capacity: 250-400 dozen per hour.

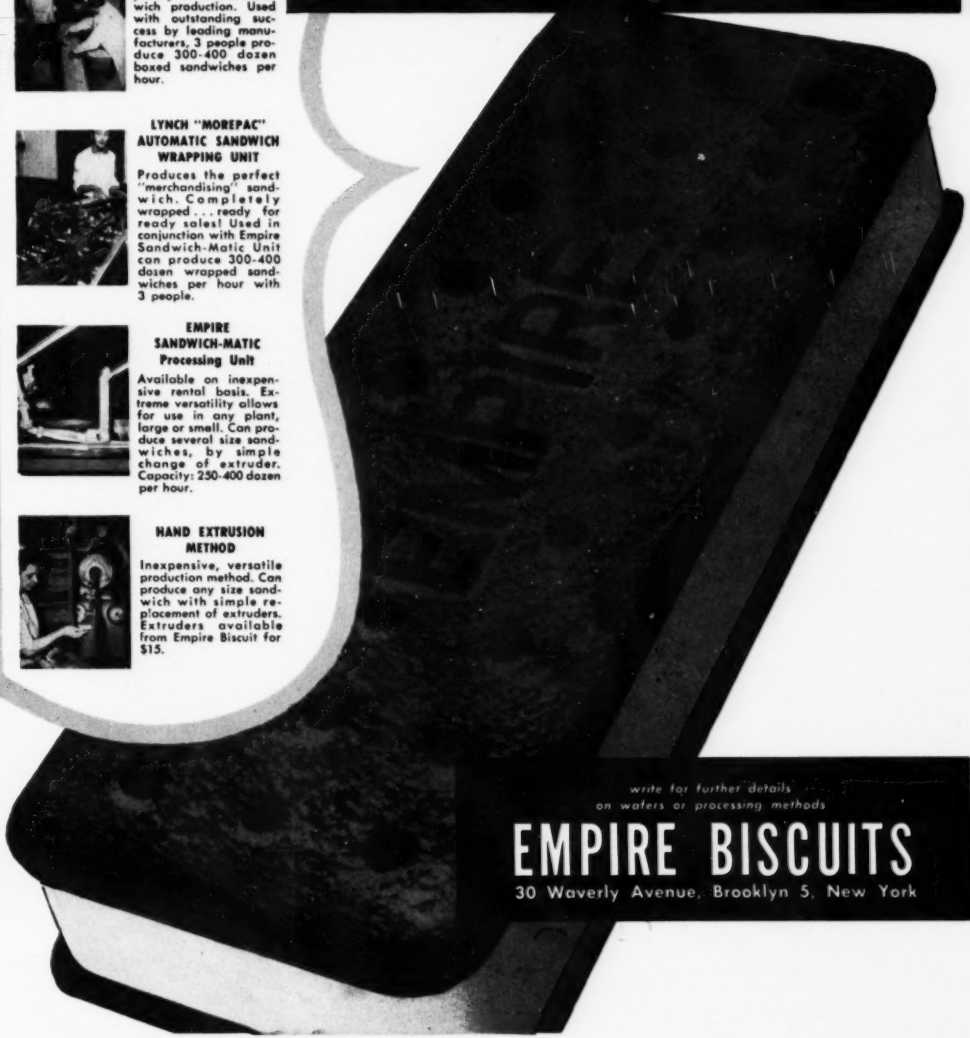


**HAND EXTRUSION
METHOD**

Inexpensive, versatile production method. Can produce any size sandwich with simple replacement of extruders. Extruders available from Empire Biscuit for \$15.

THE BISCUIT DESIGNED with AUTOMATIC PRODUCTION IN MIND

for today's lowest sandwich unit cost!



write for further details
on waters or processing methods

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BEST WAY TO SELL *Packaged* ICE CREAM...



Glass Front Open Top Model GF12

with shelf type superstructure and built-in disappearing night cover. 12 cu. ft. capacity. Holds 556 pints. Picture superstructure optional at no extra cost.



Animated Display

New Fire Engine Animated display picture. Optional at slight extra cost.

Glass Front Open Top Model GF16

with transparent full color picture superstructure. 16 cu. ft. capacity. Holds 780 pints. Also has built-in disappearing night cover. Shelf type superstructure standard equipment.



Yes, the best way to sell packaged ice cream is with Schaefer merchandising cabinets! They're loaded with selling power because their inherent beauty and design can't help but attract customers.

**Clearview Glass Top
Model 20**

with mirror superstructure. 20 cu. ft. capacity. Holds 850 pints. Also available in 8 foot, 13 foot and 28 foot capacities. Picture superstructure optional. To maintain ice cream quality, there are no finer merchandisers than the Schaefer Clearview Glass Top Models.



Open Top Model O12

Full length opening, night cover and removable wire shelves. 12 cu. ft. capacity. Holds 600 pints. Handsome superstructure with two full color pictures. The outstanding ice cream merchandiser buy in the industry. Lowest cost per cubic foot.



SCHAEFER INC.

SINCE 1929 MINNEAPOLIS

SCHAEFER CABINETS SELL MORE ICE CREAM!

Manufacturers of Schaefer Ice Cream Cabinets, Clearview Merchandising Display Cabinets, Pak-A-Way Home and Farm Freezers



VIEW OF Ives Ice Cream Company booth at the recent Minneapolis Food and Home Show is shown at the left. Two small fountain units and cabinets with a capacity of seventy gallons of ice cream were used to serve a variety of frozen delicacies, including the "Mighty Malt." This was a drink made with a full pint of ice cream [see photo, below]. It sold for thirty-five cents.

Ives Firm Shows Ice Cream Line At 1952 Exhibit



NOT every ice cream manufacturer gets the opportunity to show off his products that was afforded the Ives Ice Cream Company of Minneapolis by the staging in that city of the annual International Food and Home Show. The exposition was held September 17 to 21 in the million-dollar warehouse of Winston and Newell Company, one of the country's largest wholesale independent buying chains.

In the eye-catching booth pictured above, the Ives concern featured a variety of package displays that promoted the sale of gallon and half-gallon containers and a revolving mirror unit that spotlighted sodas, sundaes and malted milks.

Youngsters Visit Ives' Booth

The company was host to a delegation of youngsters from local settlement houses, all of whom sampled abundant quantities of Ives ice cream. Many of the more than 100,000 persons — consumers and dealers alike — who visited the exposition inspected the ice cream firm's booth and tasted and purchased various

products. Dealers, incidentally, were offered advice on ice cream storage and merchandising.

Emphasis at the Ives dairy bar was on quality and proper service of a quality product, according to R. W. (Whit) Ives, an executive of the organization. He noted that waitresses were trained in cleanliness, sanitation and fast service. They experienced little difficulty in accommodating the capacity crowds.

Fancy Ice Cream Displayed

A display of fancy ice cream for special occasions proved to be a genuine "crowd-stopper." Another item that caught the fancy of booth visitors was the "Mighty Malt," a drink that was made with a full pint of ice cream. It sold for thirty-five cents.

Mr. Ives feels that his company's display proved his theory that the proper service of a quality ice cream and the right kind of hard-hitting merchandising will increase soda fountain sales appreciably.

Other highlights of the 1952 exposition were a free smorgasbord, cooking schools, bushels of food and professional entertainment.

APPEAL, UNLIMITED...

at a Glance!



TERRITORIAL DESIGN
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Butler Handy-Serv Ice Cream Cartons, manufactured by specialists, are printed in an unlimited variety of distinctive color combinations. They are expertly styled for quick, easy identification of your brand and flavor. The Butler Handy-Serv Carton will help increase your ice cream sales.

Butler's exclusive manufacturing process means cartons when you need them and precision performance on your packaging line.



THE BUTLER PAPER PRODUCTS COMPANY • TOLEDO 10, OHIO
MEMBER—PARAFFINED CARTON RESEARCH COUNCIL

ICE CREAM FIELD, November 1952

Sure, the Canned Pineapple Industry's full-page, full-color magazine ads can sell American families on "Nature's Most Refreshing Flavor"...

BUT
WHAT'S IN IT
FOR ME?



You'll find
that answer when
you ask yourself
these questions

Freshen up
your profit picture
with PINEAPPLE—



CAN PINEAPPLE PLEASE MY OUTLETS?



That's easy. *Pineapple can please THEIR customers!* Already Canned Pineapple is one of America's best-liked flavors. *Now* with the Industry's heavy, dramatic advertising to remind... remind... and remind them of Pineapple's goodness, more people are going to order Pineapple ice cream, sherbet, ice milk, sundae cups and novelties!

CAN PINEAPPLE MAKE MY ICE CREAM PRODUCTS MORE APPEALING?



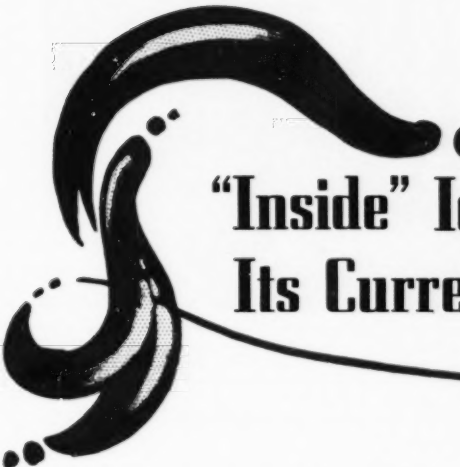
Build more of your weekly or monthly specials around Pineapple—and see! For Pineapple combines with almost any flavor... gives a *refreshing flavor* lift... adds attractive eye-appeal. Give Pineapple a big place in your long-range flavor program, too!

CAN PINEAPPLE HELP MY PROFIT PICTURE?



Certainly can! In its versatility, ease of use and relative cost, Pineapple pays a handsome profit. And you'll build more steady demand for your line of ice cream products by flavoring more items, more often, with refreshing Pineapple! *Pineapple Growers Association, 215 Market St., San Francisco, Calif.*

NATURE'S MOST REFRESHING FLAVOR



"Inside" Ice Milk -- Its Current Status

BY E. C. SCOTT
Crest Foods Company
Ashton, Illinois

IN any discussion of packaged and novelty ice milk items sold in the hard frozen form and as bases for milk shakes, it should be noted that neither of these items is new. I am certain that many of you have had years of experience in the production of one or the other of these products. There has been, however, a tremendous revival of interest in these low fat products during the last two years, due no doubt, to economic conditions, new dietary preferences and trends, and improved "know how" which has enabled manufacturers to make products which are acceptable at the consumer level.

High cost of ingredients and particularly, butterfat, along with increased production and distribution costs have raised the selling price of ice cream to the point that it is either a luxury or has been priced out of the market for a lot of people. Consequently, a palatable, nutritious and refreshing frozen product, which to all but the most discerning is practically the same as ice cream, and which sells from seven to ten cents a pint less, has a great deal of appeal.

Dietary trends have definitely changed. We are in a protein-mineral-vitamin-low calory era with special emphasis on the protein and the low calories. The vitamin glamour has been pretty well dissipated. They are now considered to be essentials in our diet and the use of the vitamin supplements is quite commonplace. The emphasis today for robust health and especially for reducing is upon protein. People are buying untold quantities of protein concentrates to bring about all types of health and figure miracles. Don't believe for a minute that they aren't also thinking of protein and low calories when they buy their staple foods and desserts.

Nutrition trends have been greatly affected by the increased longevity of the American people. In this regard, better nutrition has been both cause and effect. It has contributed to longevity, and has also made people—particularly older people—more selective of their food. The danger of obesity is being preached from all quarters and people are listening.

A better understanding exists of the function of our various food nutrients today. Elderly people are learning that they cannot enjoy good health on a cracker and tea diet. Their need for high grade protein is essentially the same as at any period of the life span, with the exception of the rapid growth period of youth and during pregnancy and lactation.

Milk protein is high grade protein. Furthermore, it is economical protein. We should use it more effectively and tell the story more forcefully. A hundred pounds of milk has the protein equivalent of 16.25 lbs. of beefsteak. With steak selling at a dollar plus per pound, what a value we have in low fat milk products. I say "low fat milk products" since ice cream is actually a protein deficient food. It does not carry its proportionate protein to calory load. This is not true of properly formulated ice milks.

Improved "know how" has played a very important part in the growing popularity of these products. In the past, manufacturers have not been proud of the quality of their low fat products. They have been made with considerable reluctance and have often been offered to the trade with some degree of shame. The more effective use of corn syrup solids, a better understanding of stabilization and particularly emulsification of low fat mixes, and the availability of body building,



GUEST SPEAKERS during the recent NAR-ICM convention included (left to right)

E. C. Scott of Crest Foods, Claude Wells of General Equipment, Allen Abrams of

Marathon Corporation, and Clyde Fowler of Grand Rapids Cabinet Company.

quality retaining and nutrition promoting milk proteins have made possible the production of products of dependable quality.

I shall first discuss the hard frozen ice milk products for packages and novelties. A product that is of satisfactory quality for packaged goods is almost invariably satisfactory for novelties. The major difference is usually the overrun at which they are drawn. Ice milk for packaged goods is often drawn at as low an overrun as 65% although a better product is usually produced at overruns of 75-80%. Overrun for novelty items is often more nearly 100%.

A successful packaged ice milk product is not unlike a successfully merchandised ice cream. It must:

1. Be a high quality stable product.
2. It should have an attractive, short and easily remembered name.
3. There should be some flavor variety to please the cross-section of customers.
4. The product should be priced realistically.
5. The package should be effective and attractive.
6. The product should be supported by a good promotional or advertising program.

We were fortunate in developing a base for use in ice milk production which has been widely used throughout the country. I have had, therefore, an opportunity to observe sales success in many localities. A good product, properly promoted, will sell in practically all markets and people will like it. They will come back for more. Furthermore, much of the ice milk volume is new volume and will not appreciably affect ice cream sales. In many instances, manufacturers report that their ice milk volume is a net gain and their ice cream volume actually grew with the companion product.

We believe, that there are two primary motives for buying ice milk. They are first, "price" and second, "low calory content." I believe, however, that it will not be long before the "high protein" motive will be a great deal stronger, and may eclipse the other two.

Ice milk has not sold successfully in all markets and

we believe that there are probably four reasons why this is true:

1. Some manufacturers just don't want to make ice milk and won't merchandise the product. They may have started production as a defensive measure with no idea of giving the product a break. It must be supported with advertising and the customers must know that it is available.
2. With weather as we have had it this summer, drivers' wagons and the dealers' cabinets have often been full with the regular ice cream items. Many dealers have felt that they could sell as much ice cream as they could handle through their cabinets and make more per pint or quart than through selling ice milk. This is always the problem with any new product and probably accounts for the fact that in a number of localities ice milk sales are proportionately heavier in Fall and Winter than during the Summer.
3. When retail ice cream prices are extremely low, ice milk does not sell well. However, the ice cream manufacturer should realize that where this condition prevails, he is usually not making a normal margin on his ice cream and he would do well to hold his ice cream prices at a profitable level and carry ice milk for his price item.
4. When packaged vegetable fat frozen dessert comes in, packaged ice milk usually goes out. Instances are rare where the manufacturer has sufficient equipment, hardening room space, truck space and dealers have sufficient cabinet space to handle ice cream, ice milk and vegetable fat dessert. However, this is not a one way street. At least one territory with two years or more general experience in vegetable fat production, has returned to a straight ice cream-ice milk program. The reason is probably two-fold—quality to a certain extent but principally economic. These manufacturers had made a high fat content vegetable fat product just as similar to their ice cream



SEEN MANY FLYING SAUCERS LATELY?



People see strange things in the heavens these days — or imagine so. We'll stay on the fence as to the saucers that fly in the sky, but we know all about the imagination which causes saucers piled high with ice cream to fly over busy counters.

It takes imagination in Michael's laboratory, for example.

... to search out and select the choicest vanilla beans, not from one country but from three ... from Madagascar, from Mexico and from our own experimental plantation in Puerto Rico.

... to balance and blend these beans ... each with its own special characteristics;

... and to process them with just enough vanillin to guarantee a positively-controlled powdered vanilla flavoring of distinctive and absolutely **uniform** quality.

This imaginative formula — which cannot be approximated with extracts — ensures leading brands of ice cream their consistently subtle, yet unmistakable, flavor ... delicately, delightfully delicious.

MICHAEL'S MIXEVAN can help make ice cream saucers fly faster for your dealers and no hallucinations, either!

We will gladly cooperate in any test you wish to conduct.

America's Favorite

Michael's Mixevan

The Powdered Vanilla with the Locked-In Flavor

*Other Vanilla Products by
Michael for Special Uses*

TRUE VANILLA SUGAR
for custom made ice cream

TWIXT for popular-priced
ice cream

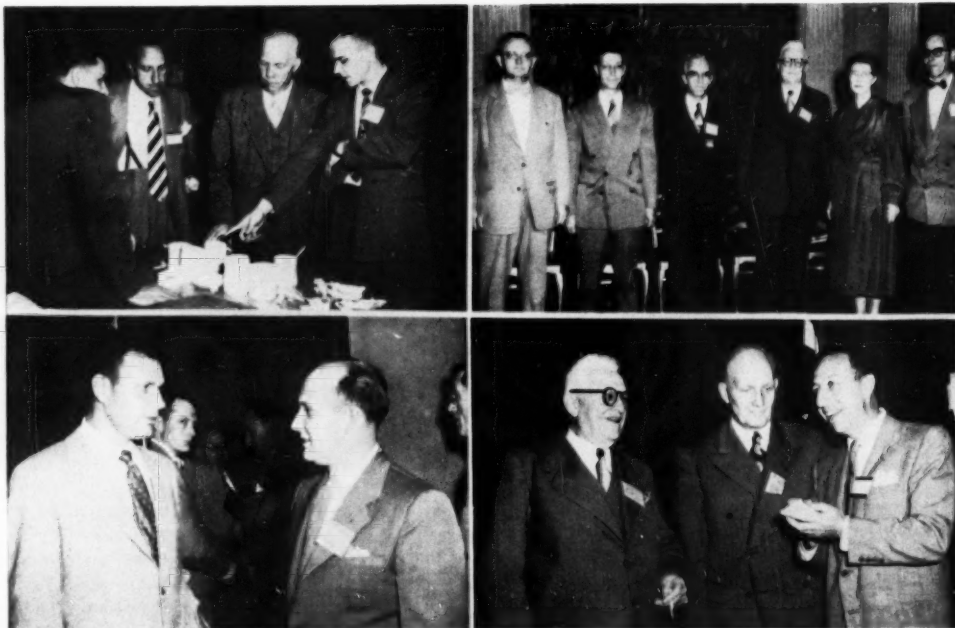
CREST for use in novelties

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1952 CONVENTION of the National Association of Retail Ice Cream Manufacturers attracted a segment of the industry that gave serious attention to many current problems. Pictured there were, left to right in the top row: W. R. Eygabrood of Wilson and Company, Howard B. Grant

of ICE CREAM FIELD, F. E. Robinson of Wilson, and Bob Birdsall of Birdsall Ice Cream in a discussion of ice cream made with beef fat; Forest Mock of North Star, Claude Fosnight, C. W. England of High's Ice Cream, Mr. and Mrs. James Davis of North Star and R. S. Hammond of the

Snowman. In the bottom row are Robert Lindner of United Dairy Farmers and Glenn T. Hoffman of High's, both active at the production sessions; James Davis and Irving Reynolds of Franklin Ice Cream are interviewed by Publisher Howard Grant.

as they could make it. There was little distinction between their ice cream and their vegetable fat product. They didn't have a sales story to differentiate the products. The only story they had was price. Their ice cream volume suffered and the price structure on the vegetable fat product was such that their financial results were most disappointing. By switching to an ice cream-ice milk program, they have been able to recoup much of their ice cream volume, handle a very satisfactory volume of ice milk, and both at a satisfactory price level.

I know that there is an intense interest in non-butterfat frozen desserts at this time. It is probably bound to come in many markets where it is not now being sold. If proper precautions are taken, both ice cream and vegetable fat frozen dessert can enjoy profitable volume. The vegetable fat product does not need to be an actual competitor of ice cream any more than is ice milk a competitor of ice cream. Ice cream is sold as a smooth, rich, deluxe product and regardless of the fact that many have insisted that it is a stable food, it is still a luxury item in many homes. However, it will not be easy to maintain ice cream in

that category if we offer the vegetable or animal fat product of the same physical and composition characteristics. I believe that it is very logical to promote any vegetable or animal fat product as a low fat frozen dessert—not as a direct competitor of ice cream. In many respects, a low fat frozen dessert made with vegetable or animal fat is more palatable than one made with a higher fat content. Certainly, a better nutritional story can be told on a product made at the high protein-low fat level. People who buy the non-butterfat product are usually seeking a bargain—a low priced product. They want something that is good to eat and nutritious but they are not particularly concerned about how much fat it contains. If they want the premium product, which is ultra smooth and ultra rich, they can still have ice cream. I believe that the selection of the proper fat level and the proper balance of the mix is of the utmost importance in embarking upon a non-butterfat program. I strongly recommend a low fat formula.

A new product in the packaged ice milk line is a diabetic or dietetic ice milk. Unlike most diabetic ice creams that have been made heretofore, it has a low

(Continued on page 62)

When it comes to ICE CREAM SPECIALTIES

the
"EE'S"
have it!

VIRGINIA DARE
STRAWBERRY
PUREE

Famous Virginia Dare Strawberry now comes in three delicious varieties . . . extract, emulsion, AND NOW . . . as a PUREE. Capturing all the tempting aroma and taste of fresh, vine-ripened strawberries, crushed in their own juice, this PURE PUREE contains only top quality strawberries. Two quarts of Virginia Dare Puree will flavor and color five gallons of ice cream mix.

VIRGINIA DARE
BLACK RASPBERRY
PUREE

A concentrate of top quality fruit processed and prepared to accentuate the flavor, in addition to providing a plentiful amount of fruit for your ice cream. One quart to five gallons of mix insures a finished product of excellent flavor and color . . . a black raspberry that will capture imaginations . . . and dollars.

VIRGINIA DARE
SCOTCH-EE

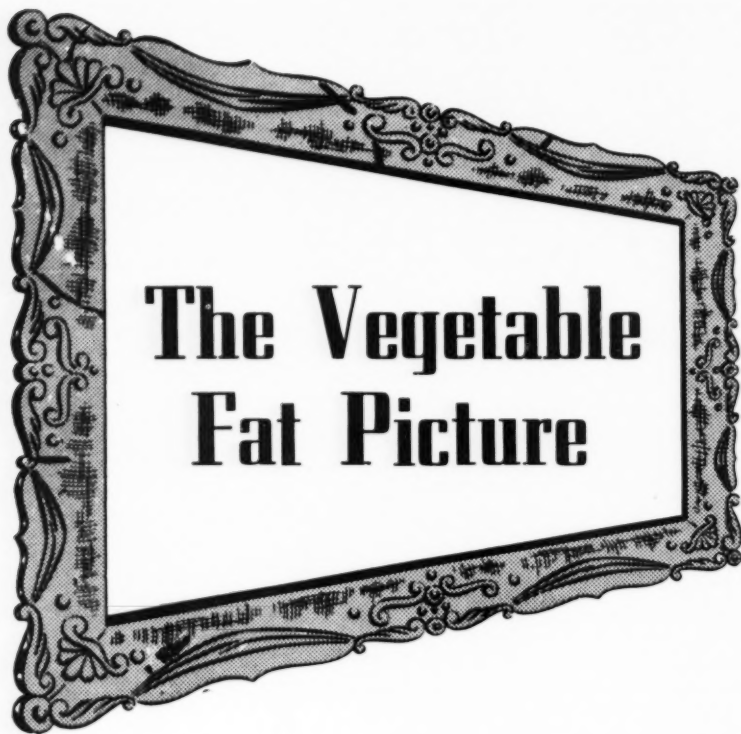
A dry imitation butterscotch powder that brings luscious flavor in a new easy-to-use fashion. Scotch-ee blends quickly into your mix without dilution and requires no pre-heating. Extra advantage: this dry powder eliminates machine "gumming up."

Representatives in Principal Cities
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Bush Terminal Building No. 10
Brooklyn 32, New York

VIRGINIA DARE

EXTRACT CO., Inc. Bush Terminal Bldg. No. 10, Brooklyn 32, N. Y.





The Vegetable Fat Picture

VEGETABLE fat use in frozen products resembling ice cream seems likely to be extended—although resistance is expected—in the near future into areas now prohibiting the use of “foreign” fats, according to an ICE CREAM FIELD survey of industry developments. Six states now permit the sale of properly labeled frozen products made with vegetable fat.

Arizona may be the next state to permit the manufacture of such products. Lindsey Creamery at Safford has placed on the market a frozen product that contains ten per cent vegetable fat. This type of product is not recognized by the Arizona Dairy Code. However, the Lindsey product contains five per cent of dried buttermilk powder and Attorney General Fred O. Wilson has been asked by State Dairy Commissioner A. W. Austin to render an opinion as to whether the product thereby may be classified as a “dairy product.”

The Arizona Dairy Code characterizes anything containing any quantity of milk or milk derivative as a “dairy product.” It says further that only “dairy products” may be processed in dairy plants (such as Lindsey’s Creamery).

Since the Attorney General’s opinion will make the

Lindsey vegetable fat product illegal—if it is not ruled a dairy product it cannot be made in the Lindsey plant, and if it is classified as a dairy product it will be barred by law because its fat content is not derived from milk—a test case will undoubtedly be brought into court. It is reported that several large milk distributors in the Phoenix area have urged W. L. Lindsey, owner of the firm that bears his name, not to retreat and to bring the matter into court. They are said to be ready to market similar vegetable fat products as soon as they can do so lawfully.

In Kansas, a committee of dairy products authorities has been established by Roy Freeland, State Dairy Commissioner, to study the use of vegetable fat as used in ice cream. The Board of Directors of the Kansas Ice Cream and Milk Institute last month appointed several members to cooperate with the committee on this question.

Working on the vegetable fat investigation are R. C. Beezley; Vincent DeCoursey, DeCoursey Creamery Company, Kansas City; Willard Haskell, Beatrice Foods Company, Topeka; P. D. Turner, Nemaha Co-operative Creamery, Cabetha; Professor F. W. Atke-

better investment!

Even though initial cost may be the same regardless of which ice cream cabinet you may buy, a big difference in profit invariably shows up in a Nelson.

The answer lies mainly in Nelson's proved dependability which promises many extra years of trouble-free performance. Better engineering, more careful construction and the finest materials, backed by 54 years of experience, can only mean one thing to the buyer of equipment — less maintenance expense and lower operating cost add up to greater net earnings.

When you buy Nelson Ice Cream Cabinets you make a *better* investment because every dollar saved on up-keep produces an extra dollar in profit.



★ write for complete catalog

NELSON MANUFACTURING CO., 4016 N. Hudson Boulevard, St. Louis 10, Mo.

Ring the Bell

WITH
CREAM-PAK BRAND

Holiday Specials



EGG NOG—Rich with egg and toned with natural spices and other ingredients to give it a real old fashioned egg nog flavor. Conforms to all state laws.

RUM RAISIN—Mixed dark and light seedless raisins in a light syrup flavored with pure old New England rum, pure vanilla extract, spice and other choice ingredients.

PECAN TOFFEE—Has the flavor of dry, roasted nut meats in combination with Pure Toffee. Processed to produce top quality flavor and chewiness in the finished ice cream.

RED AND GREEN PEPPERMINT CHIPS—Easy to handle. Contain over 2000 individual pieces per pound, assuring maximum flavor and eye appeal. Popular holiday specials.

***BURGUNDY CHERRY VANILLA**—Made from luscious fruit, flavored with rich cherry juice tinted to a deep wine shade. Strictly sulphur-free and processed entirely under refrigeration.
An exclusive CREAM-PAK product.

*Reg. U.S. Pat. Off.



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427 W. Erie St., Chicago 10, Ill.

son, Kansas State College; John Weir, Kansas Inter-Breed Dairy Cattle Council; Lester Perkins, Armstrong Ice Cream Company, Wichita; E. W. Brown, Puritan Dairy Company, Pittsburg; Bill Johnson, Premium Dairy Foods Company, Independence; Ed Hunt, Myers Sanitary Milk Company, Kansas City; and J. C. Page, Page Milk Company, Coffeyville.

While the current study may pave the way for legislation permitting the use of vegetable fat in frozen products manufactured in Kansas, a decision next month by the State Supreme Court in a case tried early this month may make such legislation unnecessary.

This case, involving a Wichita concern (Dairy Belle, Inc.), had its beginning in June, 1949 at which time Dairy Belle placed on the market a product called "Frozen Soya Creme," later changed to "Frozen Soya Dessert." The State Dairy Commissioner, after learning of the manufacture of the product, informed the company that its manufacture was not authorized and, in fact, prohibited by Kansas law.

Dairy Belle then filed an injunction action in the District Court of Shawnee County, Kansas, against the State Dairy Commissioner and the Secretary of Agriculture and obtained an *ex parte* temporary restraining order preventing them from enforcing the laws of the State of Kansas. When the case was tried, however, the District Court dissolved the temporary injunction

The IAICM Position

Ridgway Kennedy, Jr., retiring President of the International Association of Ice Cream Manufacturers, expressed in September his views and those of the association's Board of Directors on the use of vegetable fat in frozen products in a convention address entitled, "A Contemporary Revolution." An article based on this talk begins on Page 37 of this issue. Be sure to read it.

and denied a permanent injunction. Dairy Belle thereupon appealed its case to the State Supreme Court, where it was argued November 3. A decision is expected to be handed down December 6.

Opposition to the use of vegetable fats in the manufacture of frozen products resembling ice cream was contained in legal opinions recently expressed in Indiana and Ohio.

The Marion County Superior Court, Indianapolis, ruled September 16 that the use of vegetable fat in a

(Continued on page 48)

SUNDAE PACK FOR DAILY PROFITS!

Ice Cream Sundaes In a Package?

HERE'S HOW SHERMAN SOLVED THE PROBLEM!

H.P. Hood & Sons Company wanted to pack ready-to-make sundaes. The package had to hold 6 ice cream slices and 6 chocolate sauce envelopes. It had to provide strength plus insulation. And, it had to be distinctive and sales impelling.

Working closely with the Hood Company, Sherman engineers designed a colorful corrugated sleeve-type package. Tests proved it perfect on every count. Furthermore, it was designed for super-speed packaging!



It pays to have the RIGHT package for your ice cream products! It pays in bigger sales, bigger profits. Sherman's expert designers will gladly advise you.

Send for samples of insulated ice cream wraps. Tell us your special requirements.

Write to Department F10.

Sherman PAPER PRODUCTS CORPORATION
NEWTON UPPER FALLS, MASS.

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USE *Velvet* FOR FROZEN CONFECTIONS



THAT ARE PROFITABLE

Velvet

is made from Domestic Vegetable Oils grown on American farms.

Velvet

is All-Hydrogenated 100% Pure Vegetable Oil.

Velvet

has been PROVED the Most Successful Vegetable Oil for Frozen Confections.

4 Years' Use Has Proved *Velvet* the Best Vegetable Oil for Frozen Confections Because . . .

1. Gives best texture and body.
2. Has best melt down, not too fast.
3. Most bland in flavor, lets milk flavor come through in frozen confections.
4. No off or oily flavor to cover up.
5. Plastic, easy to handle, easy to store.
6. Practically zero bacteria count.
7. Highly nutritious.
8. Wholesome, highly digestible food fat.
9. Best eating quality in frozen confections.
10. Builds consumer acceptance and demand for frozen confections.

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(Home Office)

WAREHOUSES IN CHICAGO, ST. LOUIS, KANSAS CITY AND OTHER MIDWEST CITIES

A Contemporary Revolution

ON its first year of its second century, the ice cream industry is facing what I would term a "Contemporary Revolution." Some of the problems are unique, some are old ones in new trapping, and they will require astute management and realistic thinking.

Immediately after the last war with the huge demand for our products, we all felt confident that our period of problems was over and that we were facing a new and decidedly prosperous future. There is no point in recounting the method by which our confidence was rudely shaken. We soon learned that the post-war era was going to be a terrifically competitive one and that the market place demanded hard-hitting selling efforts.

One issue we must meet squarely is the question of frozen desserts made from fats other than milk fat. This product first made its appearance in Texas several years ago. It has now expanded to other communities where it can legally be sold, either because it has a special standard developed for it, because of weak existing standards, or because there is, as in one instance, a court decision making it possible to manufacture and sell under a coined or fanciful name.

Let's for a moment look at the legal aspects. From a national standpoint, the Food and Drug Administration on April 6, 1950, issued a prohibition against the interstate movement of products called "ice cream"

or made in the semblance of ice cream containing fat other than milk fat and held that they would be deemed to be adulterated. An interpretation has been elicited from the Federal Security Administration indicating that this would also cover such mix.

The impact of the decision in the imitation jam cases has not been determined as to whether or not either the finished product or a mix labelled as an imitation in accordance with the Federal Food Drug and Cosmetic Act can be shipped. Nor would this be the end of the situation as it is likely that new legislation will be enacted closing the imitation loophole opened by the decision.

Therefore, the problem is a local one. It will have to be solved on state, and, in some cases, municipal levels. Here the International acting as spokesman of the industry must make its influence felt by working cooperatively with state and regional associations.

We are motivated by the same desires as those entertained by regulatory officials. We do not want fraud to occur in the market place.

After a careful consideration of all of the factors, the Board of Directors adopted the following resolutions as a guide to the association staff, members, and state and regional associations:

"Recognizing that some members of our industry are making a product containing edible fats other than butterfat, the IAICM deems it appropriate to suggest several principles in connection therewith:

"1. The integrity of ice cream must be maintained by the exclusion of all fats and oils which are foreign to it.

"2. Where such a product may legally be sold, adequate provisions governing packages and servings, sufficient to inform the consumers of its true identity, must be required.

"3. Suitable regulations governing labeling and ad-

BY RIDGWAY KENNEDY, JR.
Abbotts Dairies, Inc.
Philadelphia, Pennsylvania

vertising of this product, which are designed to prevent confusion with ice cream and other dairy products, should be adopted and enforced.

"4. The Committee on Definitions and Standards of the IAICM is authorized to prepare a standard of identity and other suggested regulations in accordance with the above principles and submit the same to the Board of Directors."

One thing should be made clear. We would want to protect the integrity of all of our line products, whether it be ice cream, sherbet, ices, or any other of our line. A product must be sold to the consumer for what it is. Then the consumer will determine the product he wants and ultimately, as he usually does in all cases, determines by his choice what our volume will be and by demand what the selling price will be.

Everyone should realize that the International not only represents ice cream but all of the other related products in the line and its task for the industry is to help build sound standards and definitions for each of them and to help promote them from a standpoint of sales and from a standpoint of their nutritional worth to the consumer.

We believe that the use of other fats is resolved to an economic issue. I think we have to look at the history of our pricing system to see where we are in the evolutionary process that I have referred to as a "con-

temporary revolution." I would refute with vigor the statement that the appearance of a product with other than milk fat is only a desire on the part of the manufacturer to swell profits. As a matter of personal observation, and I must admit this is from afar, I doubt that the new product is a bonanza for many from a cost standpoint. Some of its production and sales occur only as a competitive factor.

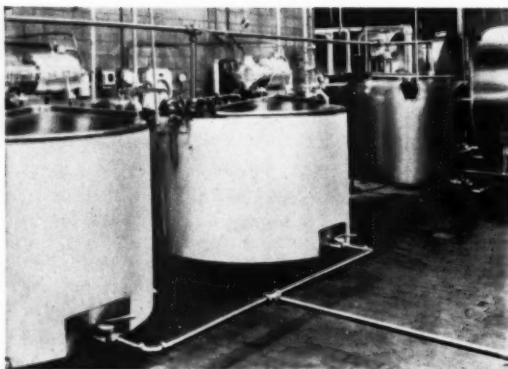
New Pricing System

I am of the opinion that we in the dairy industry must make a revolutionary change in our thinking regarding the relative values of butterfat and milk solids-not-fat. From long experience, we have been trained to think of butterfat as the most valuable part of milk, and the solids-not-fat as a by-product of low value. In recent years, however, we have come to an entirely new understanding of the nutritional value of milk solids-not-fat, and the minerals and vitamins contained in the skim milk. Today, the market value of dry milk solids is at an all-time high, with continuing strong demand.

I believe we will have to adopt a new point of view in our thinking about the price of milk.

The producer must receive a price that will provide the incentive to keep him producing milk, otherwise he will change to raising steers or other farm crops

READY FOR ALL MIXING JOBS



Mojonnier Zone-Control Vat used for pasteurizing mix, and for special mixing applications. Central Ice Cream, Chicago, Ill.

It's difficult to predict all of the special mixing and heating requirements of the modern ice cream plant, because of the ever-changing variety of novelties produced. But one sure way to be ready for all jobs is to use Mojonnier Vats for pasteurizing mix and ingredients. Mojonnier Vats have the extra margin of strength necessary to handle frozen cream, frozen fruits, and other "problem" items. One piece, heavy-duty construction, and on-center placement give the agitators extra strength. Sidewalls and bottom are strongly reinforced by the seam-welded, stainless steel channels that carry the heating medium. To prepare for those unpredictable tough mixing jobs, install Mojonnier Zone-Control Vats. For detailed information, write for Bulletin 191 to:

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zone-control **VATS**

Other Mojonnier Products widely used in the Dairy Industry: COMPACT COOLERS • COLD-WALL TANKS • TUBULAR HEATERS • CONVEYORS • BALANCE CASE WASHERS • BUTTER PRINT SCALES • WRAP MACHINES • INTERNAL TUBE COOLERS • CUT EVAPORATORS • VACUUM FILLERS • BULK COOLERS • CHEESE KETTLES • OVERRUN TESTERS • PROCESSED CHEESE CONTROLLERS

"Ripple" and "Wave" are the registered trademarks of the Balch Flavor Company



Do you want the industry's surest way to build ice cream sales? Then cash in on the "right" way by featuring Ripple Ice Creams, the same as hundreds of manufacturers all over the country are doing. Simply blend your own vanilla ice cream with ready-to-use Genuine Ripple Sauces.

Eleven wonderful flavors—that blend right, melt right, freeze right, look right, taste right, and *sell* right. They have to be right—made by Balch, specialists since the first Ripple Ice Creams for over a decade. Write for details and prices . . . and for free advertising helps.

NEW FLAVOR! Write for prices

GRAPE RIPPLE

MAPLE WALNUT RIPPLE (with chopped nuts)

DOUBLE CHOCOLATE RIPPLE—Your choice of Chocolate Fudge Ripple Sauce in Chocolate Ice Cream or Chocolate Ripple Sauce in Chocolate Fudge Ice Cream.

BALCH FLAVOR COMPANY

ADAMS & FULTON STREETS, PITTSBURGH 33, PA.

WEST COAST: Fred Cohig, 1855 Industrial, Los Angeles, Calif.
CANADA: R. J. Campbell Co., No. 2 Dennison Road, Weston, (Toronto)



For Top Quality All The Time—
use **SUGAR!**

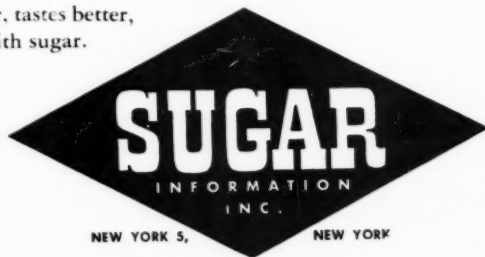
Body, texture and taste reach their highest degree of excellence when sugar® is used as the sole sweetening agent in ice cream.

Traditionally, ice cream formulas have been based on the use of sugar only. Consumers expect it—ease of use, and convenience in handling and mixing, recommend it.

Ice cream looks better, tastes better, sells better, when made with sugar.

For up-to-the-minute facts explaining why sugar is the safest, most effective, and, in the long run, most economical sweetening agent you can use, write Dept. C.

*Sucrose: Cane and beet sugar



yielding greater returns with less effort. We must recognize that the price must be adequate to keep the supply of milk in sufficient annual volume to take care of all branches of the dairy industry. We are fully aware that the total milk production of this country has been on the decline since the end of the war. We know that despite the tremendous increase in oleo production we have no surplus of butter, and the difference between the price of butter and oleo, in my opinion, is too great.

Then let's go back thirty years to the period immediately following World War I. My recollection of the price of butterfat at that time is that it averaged between 35c and 37c per pound. As to the market for milk solids-not-fat, none existed. I know many farmers separating their cream who used skim milk as feed for hogs and chickens. They would not offer it on the table thinking that it was an inferior product with no nutritive value.

Price Relationship

Suppose we ascribe to milk solids a value of 1 cent per pound at that time. Examine what has happened in the price relationship. While butterfat has increased approximately 300%, milk solids have risen in value 1500% to 1600% based on our arbitrary 1 cent per pound value. This leads me to believe that the market price of butterfat in various forms must come down and the market price of milk solids in its various forms must rise; milk solids at 30c per pound and butterfat at 70c per pound would equal a price of \$4.50 per 100 lbs. of 3.5% milk. This would increase the cost of making oleo and decrease the cost of butter, and bring them into more reasonable comparison. Then the public can decide which it prefers.

This adjustment in the relative values of milk fat and solids-not-fat will have a similar effect on the cost of frozen desserts using fat other than milk fats, and

should not increase the cost of the dairy ingredients in ice cream. A narrowing of the retail price differential of the two will, I believe, protect our ice cream volume. I recommend that every member of our industry give this matter careful consideration, and I am sure you will agree with my conclusion.

Business Press Misconception

A minor flurry has occurred in the business and financial press in the last few weeks. It was occasioned by the appearance in some markets of the product I have referred to as a foreign-fat product. The first few articles were based on a misconception of what was happening in our industry and what could legally take place in the industry. Some of the reporters described the situation as being parallel to the margarine-butter controversy. Some reporters referred to the product as a synthetic ice cream. First, we know of no state standard which would allow the product to be called a synthetic ice cream, for in all of the states of the Union and the District of Columbia it is illegal to substitute any oil other than butterfat for the butterfat in ice cream. It must be made out of cream, milk solids, sugar and flavoring.

Let's address ourselves, however, to the excitement. There is not going to be a fight similar to the butter-margarine controversy for the circumstances are completely dissimilar. The competition to the butter industry came from without. It was manufactured in plants other than those owned by the dairy industry. If, when, and where a product becomes legal in the states, it will probably be added to the line and manufactured by members of the ice cream industry. We now manufacture ice cream sherbets, ices, and novelties, and in twenty-eight states, ice milk. The new product then will merely be the sixth item produced.

This article is based on a talk given during the recent convention of the International Association of Ice Cream Manufacturers.

Gives Your Merchandise the Right

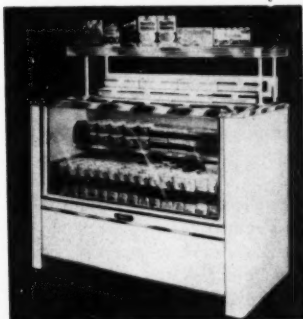
EYE APPEAL —Eskimo—

ICE CREAM and DAIRY MERCHANDISERS

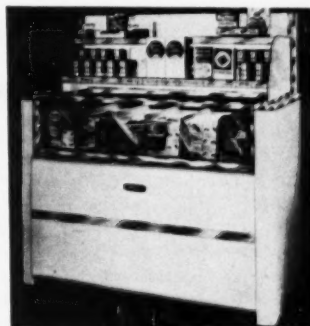
Display your merchandise so that customers can get a clear, clean, and true picture of your products . . . and make buying as convenient as possible. Help yourself to increased sales with the slick streamlined ESKIMO MERCHANDISERS self-service cabinets.

- MAGNETIC APPEARANCE
- BIG CAPACITY
- EASY ACCESSIBILITY
- TROUBLE-FREE OPERATION
- LOW PRICE TAG

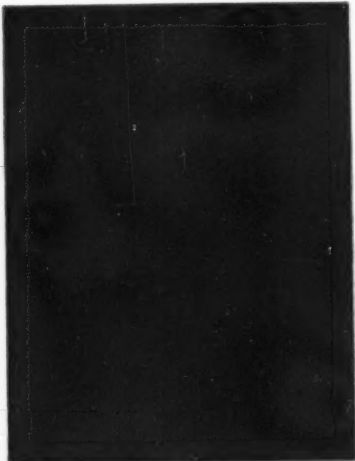
WRITE
ESKIMO COOLER CORP.
916 E. 43RD STREET CHICAGO, ILLINOIS



Dairy Case 56" long, 30" wide.



Ice Cream Cabinets 56" long, 30" wide.



BY C. L. JOHNSON
Beatrice Foods Company
Des Moines, Iowa

Conserving Drivers' Time



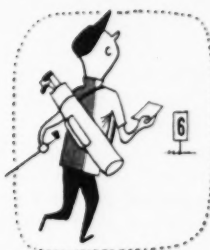
WE must recognize the fact that sales furnish the life-giving elements to your company. Without sales, you have no chance whatsoever to make a profit. With sales, you have the opportunity to reduce expenses, make a profit and grow. Your sales department is responsible for furnishing the life-blood to your company and therefore it should occupy the keystone position in your organization. Since your driver-sales department is directly concerned with sales, it too must be an integral part of your sales organization.

Your first opportunity to conserve drivers' time presents itself when you hire the personnel for your two departments: namely, the sales department and the driver-sales department. I speak of two different departments and two different sets of personnel with the idea in mind that the company will be large enough

to require the two separate departments. Of course, if the company depends on one man to do the two jobs, then a different problem presents itself and it must be dealt with accordingly. Basically, because all principles involved can better be presented, we shall assume that two departments with separate personnel for each are being considered. In staffing these departments, you will want to select the types of people who can successfully and effectively work together because with these types of people you can get the team-play and cooperation which will make it possible for you to install plans aimed at conserving drivers' time.

Your next opportunity to conserve drivers' time is available to you when you establish the duties and responsibilities of each department. To see how this operates, let us look at each department separately.

Your sales organization is responsible for the selling



par



far



star



a-h-h-h-h!

...but nothing wins more A-H-H-S than the

flavor folks favor

First in flavor... *first in favor!* That's the pay-off secret of so many manufacturers who give their ice cream the delicious benefit of AMERICAN FOOD flavors. Can any taste thrill compare with the freshly-brewed flavor and aroma of our 100% pure coffee concentrate? Are there fruit flavors anywhere to match the full-bodied, orchard-freshness of AMERICAN FOOD'S exclusively-processed products? Is there a richer, more authentic Vanilla than ours? No question about it, AMERICAN FOOD gives your ice cream the flavor folks favor!



AMERICAN FOOD LABORATORIES, Inc.

860 Atlantic Avenue, Brooklyn 17, N. Y.

3968 NORTH MISSION ROAD, LOS ANGELES, CALIF. • PHILADELPHIA • BALTIMORE • DETROIT • CHICAGO • SAN FRANCISCO

and promoting of your established line of products as well as introducing all new items. It will use all tools common to this type of selling, consisting of dealer point-of-sale advertising and promotional material as well as your over-all advertising program which is most generally directed to the consumer through media such as television, radio, magazines, billboards and newspapers. In addition, your sales department will also use sales contests at both the driver-salesmen and dealer levels.

Your sales department is also responsible for the securing of new dealer outlets in both present-serviced territory and new territory in the process of being developed.

Another responsibility is the developing and operating of an effective training program for all dealers and their personnel.

The sales department must properly evaluate dealer equipment requirements. This is for the purpose of providing sufficient storage space to eliminate excessive delivery requirements.

The studying and reporting of all market conditions and potentials is the responsibility of the sales department. It must keep management advised of market trends. It must work in close harmony with the production and advise them of all quality and product problems. It must be able to intelligently recommend the

adoption of new items and new products and likewise recommend the elimination of all slow moving and obsolete items.

The sales department should establish definite schedules of delivery and route areas for each driver-salesman. Serious thought and the proper amount of time must be devoted to this in order to prevent duplicate coverage of sales territories, "dead heading" of routes either to or from sales territories, and improper balancing of work loads between routes causing one driver-salesman to be overloaded with work and another to be underloaded.

Now let's look at some of the more important duties and responsibilities of the driver-sales department.

First, they must deliver to the dealer the exact kind of merchandise he wants, at the time of day he wants it and at proper intervals during the week to prevent him from losing sales.

They must see that proper position and display of their merchandise is given and maintained at all times.

They must be ambassadors of goodwill at all times and maintain the proper relationship between the dealer and the company.

They must work in close harmony with the sales

(Continued on page 70)

WHY DAIRY-VEND IS A NATURAL FOR SCHOOLS-

- 1. Sells nutrition-packed ice cream!**
- 2. Builds school funds through profits!**
- 3. Keeps students on school premises!**
- 4. Collects for each sale automatically!**
- 5. Provides trouble-free operation!**

No vender is equipped to do this job like the Vendo Dairy-Vend.

Vendo *Dairy-Vend*
TRADE MARK

The Name to Remember in Automatic Merchandising

THE VENDO COMPANY

7400 East 12th Street • Kansas City 3, Missouri

ICE CREAM FIELD, November 1952

Leadership

calls for something better than "best"



National Pectin Products Company offers that "something." Dedicated to Quality in product and performance, National Pectin Products maintains a complete, scientifically planned and operated laboratory and experimental ice cream plant to solve the many new and challenging problems that arise daily in the modern ice cream plant. Its entire staff and facilities are at your service without charge or obligation. We invite you to take advantage of this EXTRA that has made National Pectin the leader in the field of Stabilizers and Emulsifiers for the ice cream industry.

IF YOU ARE NOT NOW USING ALL OF NATIONAL PECTIN'S QUALITY STABILIZERS... we invite you to write for trial quantities:

For Ice Cream and Low Fat Mixes...

COPENA and COPENA Special

The Quality Stabilizer Emulsifiers

NA-PE-CO and NA-PE-CO Special

The All-purpose Emulsifiers

MILK SHAKE Stabilizer For Back Bar Mixes

For Sherbets and Ices...

SURE-BET For Over 27 Years...

The Standard For High Quality

For Fruits and Juices...

FRUIT TOPPING POWDER with Fruit Topping Powder Acid... The Perfect Pectinizing Agent

National  *Company*
2656 W. CULLERTON ST. CHICAGO 8, ILLINOIS



You Will Make a Better Product When You Use a *National* Stabilizer or Emulsifier

Short Courses

NOVEMBER 11-12—University of Illinois, Champaign, Illinois; Soft Ice Cream and Ice Milk Conference.

NOVEMBER 12—University of Maryland, College Park, Maryland;

land; eighth annual Dairy Technology Conference for milk plant operators and employees, milk inspectors, dairy fieldmen.

NOVEMBER 19-21—Texas Technological College, Lubbock,

Texas; fourth annual dairy manufacturers short course. Information available from Professor J. J. Willingham, head of the school's Department of Dairy Manufactures.

DECEMBER 8-13—Pennsylvania State College, State College, Pennsylvania; ice cream course for dairy equipment and supply men.

JANUARY 5-10—Pennsylvania State College; course in testing milk, cream and dairy products. Information available from A. Leland Beam, the school's Director of Short Courses, State College, Pennsylvania.

JANUARY 5-31—University of Minnesota, St. Paul, Minnesota; Fundamentals of Dairy Manufacture short course.

JANUARY 5-15—Rutgers University, New Brunswick, New Jersey; ice cream course, followed by annual conference on January 16. Information available from Professor Frank G. Helyar, the Director of Resident Instruction.

JANUARY 12-24—Pennsylvania State College, State College, Pennsylvania; ice cream course for plant men.

JANUARY 19-30—University of Maryland, College Park, Maryland; fourth annual ice cream course—technical and practical training for ice cream plant employees. Ice Cream Conference on January 31. Information available from Professor W. S. Arbuckle.

JANUARY 26-30—University of Massachusetts, Amherst, Massachusetts; short course in elementary ice cream making. Information available from Professor D. J. Hankinson, head of the school's Department of Dairy Industry.

Better Coloring
with

BETTER
COLORS



Parakeet

TRADE MARK

BRAND OF

CERTIFIED FOOD COLORS

Your finished product deserves the finest. Secure maximum sales and eye appeal by using Sterwin's Parakeet Certified Food Colors.

These pure food colors are manufactured by Sterling's Hilton-Davis Chemical Co., leaders in the color field for 25 years. Their experience and know-how guarantee the production of top quality certified food colors.

WRITE TODAY for new booklet
giving information on Sterwin's
complete line of Food Colors.



Sterwin Chemicals, Inc.

SUBSIDIARY OF STERLING DRUG INC.
1450 BROADWAY, NEW YORK 18, N. Y.
445 Lake Shore Drive, Chicago 11, Ill.
FACTORY: CINCINNATI, OHIO

Branch Offices:
Atlanta, Boston, Buffalo, Chicago, Dallas, Kansas City (Mo.), Los Angeles, Minneapolis, Portland (Ore.), St. Louis

WORLD'S LARGEST SUPPLIERS OF VANILLIN



Sellin' to beat the band in new delicious flavors

Join the ranks of the ICN profit parade—but quickly! "FUDGI-FROST" is now playing Pied Piper to youngsters from coast to coast in these new delicious flavors—Cocoanut, Butterscotch and Banana to add to your Fall Sales! Contact your ICN Man today for the full story on the dramatic point-of-sale promotion that produces big-volume results with all ICN products.

"FUDGI-FROST" and "KREAMI-FROST" are Trade Marks of FRUIT PRODUCTS CORPORATION, NEW YORK, N. Y.

Ice Cream Novelties
A DIVISION OF FRUIT PRODUCTS CORPORATION
601 WEST 26TH STREET, NEW YORK 1, N. Y.
400 WEST OHIO ST. CHICAGO, ILL. 2744 EAST 11TH ST. LOS ANGELES, CALIF. 100 STERLING ROAD TORONTO, ONTARIO, CANADA

It's Easy
to Build Profits
with I. C. N.



Vegetable-Fat

from page 35

frozen product in semblance of ice cream is illegal under the Indiana Food and Drug Act. Such a product is "adulterated and misbranded," Judge Pritchard declared.

Involved in this case is the Tompkins Ice Cream Company of Indianapolis which invited the court action by producing a batch of vegetable fat frozen product. The case is expected to be appealed to the State Supreme Court.

In Ohio, the State Attorney General has declared that the State laws prohibiting "foreign" fats in frozen products are valid. The opinion was expressed at the request of the State Department of Agriculture.

Resistance to "dairy substitutes" has come recently from several forces within the industry. Members of the Dairymen's League Cooperative Association, convening in Syracuse last month, adopted the following resolution:

"WHEREAS, The manufacturers of vegetable oils, emboldened by their success in foisting upon the public oleomargarine, colored in semblance of butter with the result that the output of the products exceeds that of butter, are now introducing and endeavoring to secure

Governmental approval of imitation ice cream, cream and evaporated milk by substituting vegetable oils for butter fat, and

"WHEREAS, Such imitations are inferior in food value to the genuine product but are so made that their sale will result in deception and fraud to the public and dealers will promote their sale because of greatly increased profits, and

"WHEREAS, Their sale will displace that of the real product and the dairy industry, which is now one of the foremost of the agricultural industries in the United States and of vital importance for promotion of health of our children and adults will be seriously affected by the sale of such products and the prices to producers of fluid milk for consumers will be seriously affected and the dairy industry demoralized, now therefore be it

"RESOLVED, That we urge all dairymen to unite in opposition to the sale of the imitation products and petition the Governor, Secretary or Commissioner of Agriculture and the members of Congress and of State Legislatures in the states of this milk shed to oppose the opening of the door to these imitation dairy products and for the passage of such additional legislation as may be necessary to prevent such sales."

W. P. Davis, general manager of the New England Milk Producers Association, recently warned members that they must be alert to the problem of substitutes for dairy products and must consider seriously a program to make consumers aware of the goodness of milk, its value nutritionally and its importance to the economy as well as to the health of the nation.

At the ninth annual Food Editors Conference, held last month in the Hotel Waldorf-Astoria in New York City, reporters deluged a National Dairy Products Corporation spokesman with questions about "the ice cream that is not ice cream." He told them talk that it was going to revolutionize the dairy industry was exaggerated.

He also stated that because of "strong dairy interests" in New York State, it is unlikely that the new frozen product will become legal there for some time. Asked if he could detect the difference in flavor between it and ice cream, he replied, "Frankly, no."

The *St. Louis Post-Dispatch*, in a recent article headlined "Revolution In Frozen Dessert Circles," described the experiences of a St. Louis concern known as Fre-zert, Inc. The article told how three young men—John Casperson, Ervin Lenzen and Charles Morrison—have built their organization up to the point where it now boasts twenty-eight employees and licenses sixty plants in Missouri and Illinois to make a vegetable fat frozen product. It is anticipated that more than 2,000,000 gallons of "Fre-zert" will be sold this year.

The same success story was published in the October 8 issue of *People Today*, a pocket-size news magazine.

All the Thrills
are YOUR Thrills
WITH Sani-Serv

AMERICA'S FOREMOST
CONTINUOUS DIRECT-DRAW
FREEZER

General Equipment Sales, Inc.

You hear it everywhere

DRIVE-IN

"WE WANT
**BUTTERED
ALMOND**"



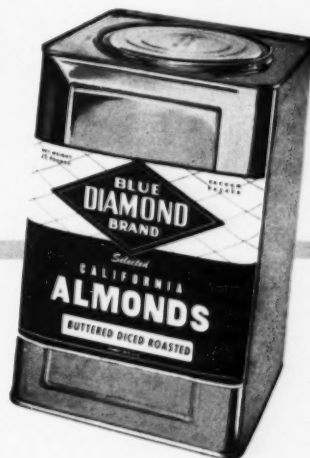
IT PAYS TO FEATURE ALMOND FLAVORS

Of course it does! It always pays to offer folks what they want, when they want it, and ice cream makers coast to coast report high sales ratings the *year around* for popular almond flavors. Call yours Buttered Almond . . . Toasted Almond . . . or what you wish. Make a note to investigate favorable almond prices . . . now!

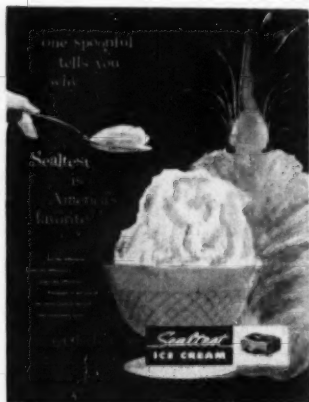
BLUE DIAMOND ALMONDS

California Almond Growers Exchange . . . Sacramento, California
Sales Offices: 100 Hudson Street, New York 13 and 221 North LaSalle, Chicago 1

Ready-to-use! Blue Diamond *buttered-diced-roasted* almonds are hand-sorted, sterilized at 310°, and vacuum-packed in 5 and 25 lb. tins. No shrinkage, handling, or storage problems. Use your formula or one of ours. Write for prices, samples, and free booklet of proven almond flavors. *Get the facts about the nut that's making ice cream history.*



PINEAPPLE CAMPAIGN conducted by National Dairy made use of magazine advertisement (below) and point-of-sale sign (right).



Pineapple Flavor Has Key Role In Sealtest Program

ONE flavor that has given numerous signs that it is definitely on the way up in the production schedules of ice cream manufacturers is that golden fruit called pineapple. Not only is the flavor being produced in the summer months, but it is increasingly being featured on the year-round flavor boards of ice cream dealers.

Confirmation of this trend is afforded in the experiences of the National Dairy Products Corporation, which turns out the well-known Sealtest line of dairy products. This company has been promoting pineapple ice cream as regularly as other standard flavors behind the traditional "top three."

This year, the Hydrox Ice Cream Company, Sealtest affiliate in the New York City area, promoted pineapple ice cream as the flavor-of-the-month in June. Pineapple was used also as the alternate flavor-of-the-month in both February and March.

The full-page advertisement reproduced above was published in the June 7 issue of the *Saturday Evening Post* and in the June 16 issue of *Life*. Other media used to focus consumer attention on the National Dairy featured flavor included newspapers and the company-sponsored "Big Top" television program.

Dealers were furnished with an assortment of advertising materials such as posters and flavor strips. These were distributed by salesmen. A typical point-of-sale sign is reproduced above. The ice cream was prepared in the plant in bulk ten-quart cans, half-gallon packages and in pints.

E. G. Knowlton, Sales Manager of the Hydrox New York branch, declared that "pineapple is a popular fruit flavor and has met with favorable consumer acceptance." He noted that special flavors of this type compare in sales with National Dairy's leading standard flavors.

Ice cream manufacturers throughout the country will be afforded an opportunity to benefit from a national promotion of pineapple that was launched in the October 20 issue of *Life*. The Pineapple Growers Association is sponsoring an extensive campaign to increase consumer interest in the golden-colored fruit.

Magazines And Newspapers

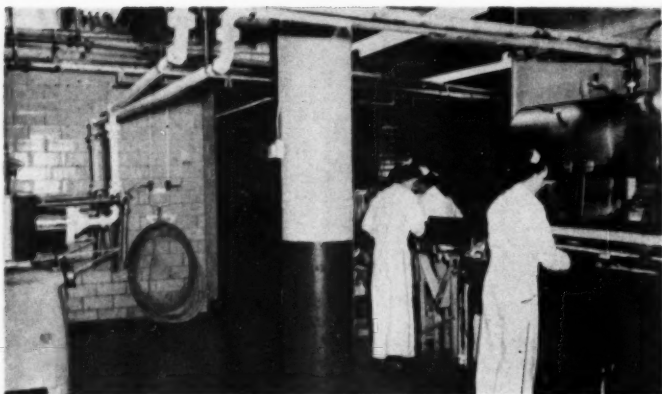
Full-color page advertisements are scheduled for *McCall's*, *Good Housekeeping*, *Ladies Home Journal*, *Better Homes and Gardens*, *Woman's Home Companion*, *Parents' Magazine*, *Farm Journal*, *True Story*, *Today's Woman*, *Modern Romances* and *Sunset Magazine*.

In addition, Sunday newspaper supplements will carry full-color messages, and it is expected that an audience of 40,000,000 American families will be reached—virtually the entire population.

Tie-in point-of-sale displays including banners, posters and price cards are available to ice cream manufacturers who wish to time their production plans to coincide with the pineapple promotion program.

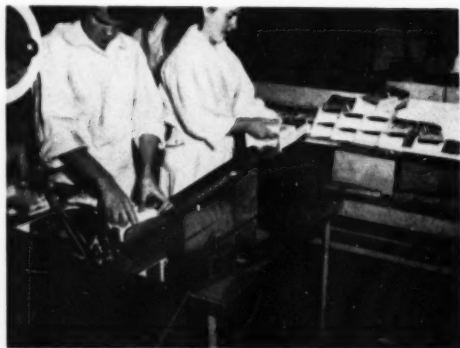
Production

Selection



HOOD

"SUNDAE SERVINGS" production begins as ice cream goes from continuous freezers to Stonestreet Tunnel (adjacent photo). For next step, see below.



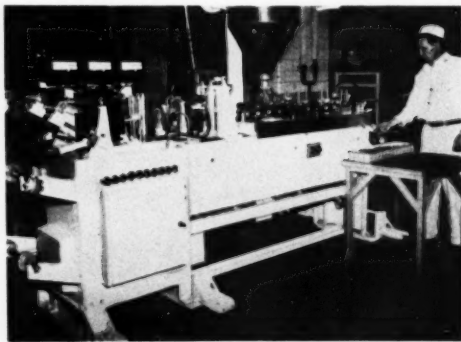
ICE CREAM slices, after going through automatic wrapper (not shown) are placed in corrugated sleeve (above).



INDIVIDUAL POUCHES of chocolate syrup are added to corrugated box by four girls in Hood plant.



FILLED BOXES, sealed, are packed in paper bags, four to a bag, then sent to hardening room.



THIS MACHINE, not in production line, forms plastic bags and fills them with syrup in Hood plant.

PROVES FLEXIBILITY

TWO new items have been introduced recently to the Boston market by H. P. Hood & Sons. Both are outstanding examples of imagination in developing special products to attract new markets, and ingenuity in adapting plant equipment to manufacture these products.

The "H Bar," an individually wrapped, chocolate coated ice milk bar, was created to attract the school and children's markets, and to provide a chocolate coated novelty in the lower price ranges. It consists of a rectangular two and one half ounce serving of ice milk, coated with chocolate and individually wrapped in printed waxed paper. The ice milk is made with a 3.8% vegetable fat content, well above the legal minimum of 3.35 in Massachusetts. "H Bars" retail at 7c each, and wholesale at 60c a dozen.

"Sundae Servings" are packages containing eight individually wrapped slices of Hood vanilla ice cream, and eight polyethylene (a type of transparent plastic) envelopes of chocolate fudge sauce. The ice cream slices and envelopes are all packaged in Hood's Polar Sealed corrugated insulated wrapping, which protects the product for up to forty-five minutes under normal conditions. "Sundae Servings" have proved especially attractive to chain, drug and variety stores, and super markets. They retail at 69c to 75c a package, and wholesale at \$2.20 per unit of four.

Both "Sundae Servings" and "H Bars" utilize the Stonestreet Tunnel and Rose automatic wrapping machines. This same equipment is used for producing the "Hoodsie Bar," an individually wrapped slice of ice cream, described in the April, 1952 issue of ICE CREAM FIELD. This provides a versatile production set-up, taking fullest advantage of present manufacturing equipment, as well as enabling the production of an excellent variety of specialized items.

The Hood plant in Boston now has two Stonestreet tunnels, and a Rose wrapper for each. The plant can thus accommodate simultaneous production of "Sundae Servings," "H Bars" and "Hoodsie Bars."

The production procedure for "Sundae Servings," as witnessed during a recent visit to Hood's ice cream plant, is as follows:

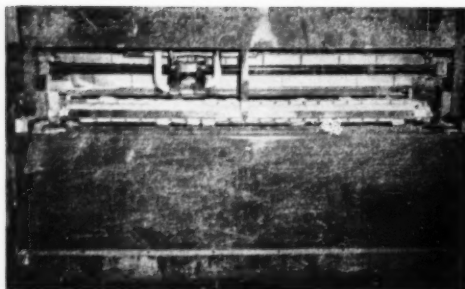
Ice cream leaves two Cherry-Burrell continuous



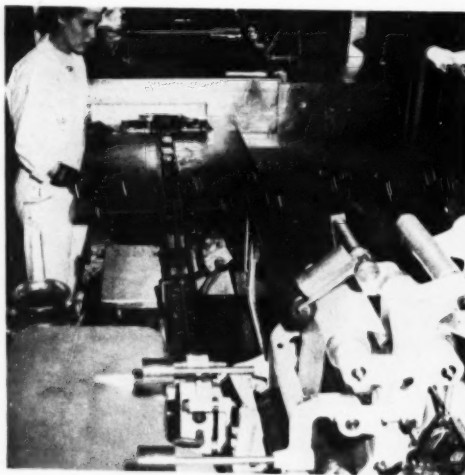
NEW PRODUCT merchandising by the Hood organization means setting up stands of the type shown here in retail outlets, especially super markets.



"SUNDAE SERVINGS" package, as it appears to the consumer, is shown here. The package contains twenty-eight fluid ounces of ice cream and four ounces of syrup. The ice cream comes in eight slices, the syrup in eight plastic bags.



STONESTREET TUNNEL (front view) is shown above. In "H Bar" production, ice cream leaves tunnel (photo, right) in slices on way to enrobing unit.



FROM ENROBER, "H Bars" travel by conveyor belt to automatic wrapping machine. Compound chocolate coating is used.



WRAPPED "H BARS" are packaged three dozen to a box, boxes are sealed and sent to hardening room.

freezers at about twenty degrees above zero, and is conveyed to an extrusion head by means of overhead pipe lines. These lines are specially insulated for protection against outside temperature changes in the production room.

The extrusion head, located behind a glass enclosure, travels the width of the machine and is synchronized with the speed of the freezers. Twenty-two uniform $3\frac{1}{2}$ ounce "slices" are extruded to form each row, and these fall on a rubberized canvas belt at the rate of seven-and-a-half rows per minute or 160 bars per minute. Each row travels on the twenty-foot belt through the tunnel, where the temperature is thirty-five degrees below zero. The bars adhere to the belt as it revolves through the tunnel and then are dropped, hardened, on a cross conveyor. This conveyor takes the bars in single file to an automatic wrapping machine, where a

special unprinted Marathon paraffined paper covering is applied at the average rate of 170 per minute. The speed of the wrapping machine, naturally, is synchronized with the speed of the tunnel.

The individually wrapped slices of ice cream are now ready to be inserted into the insulated carton. A single face corrugated sleeve manufactured by Sherman Paper Products, is used for this purpose. The sleeve comes flat, and is attractively printed in brown ink on white corrugated. This single package acts as both a primary container and an insulated container. There is no triple wrapping operation or inside container in the "Sundae Serving" package. The ends of this corrugated sleeve have been specially designed to provide maximum insulation at this crucial point.

The sleeves are set up, and sealed at one end on an automatic tape machine. The open end is then placed

AN
EXAMPLE
OF

WORK SIMPLIFICATION

in the ICE CREAM INDUSTRY



In Various Ice Cream Plants

**One
Girl**

ASSEMBLES

FILLS

APPLIES COVERS

keeping abreast
of 450 to 600
gallons per hour

Using **2½ GALLON**

**MORRIS
LOCKTOP
PAPER CANS**

MANUFACTURED
AND DISTRIBUTED BY }

MORRIS PAPER MILLS • 135 SOUTH LA SALLE ST., CHICAGO 3, ILL.
NATIONAL FOLDING BOX CO. • NEW HAVEN, CONNECTICUT

Also Distributed by CHERRY-BURRELL CORP. • The CREAMERY PACKAGE MFG. CO. • Branches in Principal Cities

over a stainless steel channel, over which eight individually wrapped slices of ice cream can be slid and inserted into the carton.

Four girls then are required to add eight individual pouches of chocolate syrup to each package, and seal it with cellulose tape on an automatic tape machine.

The "Sundae Servings" are placed in paper bags in units of four, the ends are tucked and sealed, and the unit is placed on a conveyor which delivers it to the hardening room.

A total of twelve personnel is required on the "Sundae Serving" production line. These include a freezer man and the freezer man's helper. Two girls are at the conveyor between the Stonestreet Tunnel and the automatic wrapping machine to inspect, sort out any defective pieces which may occur, and make sure that the individual slices are in line for entering the wrapping machine. One girl inspects the wrapped slices as they leave the wrapper, and separates them into groups of 8. The next girl slides these eight portions into the corrugated carton. Another girl is required to make up the corrugated boxes and seal them at one end. Four girls add the containers of syrup and seal the cartons. The last girl takes care of bagging the cartons in units of four.

Actually, in the Hood production system, still another

girl is required to take charge of the statistical quality control operation, under which periodic check-ups of weight and quality are made. The same girl can supervise both the production of "Sundae Servings" and "H Bars" at the same time.

At present the individual chocolate syrup pouches are being cooled in the hardening room before they are inserted into the insulated cartons. This prevents any damage to the ice cream. Eventually, however, Hood will insert a piece of corrugated paper between the ice cream and syrup pouches and will then put in the syrup containers at room temperature.

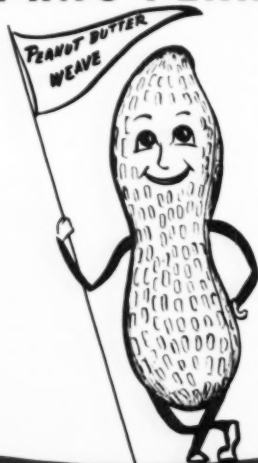
Hood inserts the chocolate syrup in individual pouches made at its own plant. A special lamination of cellophane and polyethylene was developed especially for the packaging of material like sundae toppings by Standard Packaging Corporation for this purpose. Hood has also purchased a machine made by the Bartelt Engineering Company which forms the paper into individual pouches into which the syrup is automatically poured.

The "H Bar" is made at another Stonestreet Tunnel which delivers two and one half ounce slices of ice milk at the rate of 160 per minute. The equipment is capable of a maximum speed of 180 per minute.

An entirely new piece of equipment has been intro-

(Continued on page 72)

A new taste thrill in ice cream! ALPHA'S PEANUT BUTTER



"WEAVE"

For Variegated Ice Cream, Tarts, Sundae, and Pies

It's unanimous! Everyone who has tried it loves Peanut Butter Weave Ice Cream, made with delicious Alpha Weave. Here's that "something new and different" you've been looking for to perk up winter sales!

It's economical to use, too!

FOR EXTRA SALES TRY ALPHA'S LINE OF WEAVES:
Cherry (Red or Black), Pineapple, Orange Pineapple, Black Raspberry, Red Raspberry, Strawberry, Butterscotch, and Chocolate

FREE ADVERTISING MATERIAL AVAILABLE

Sales results have been sensational.

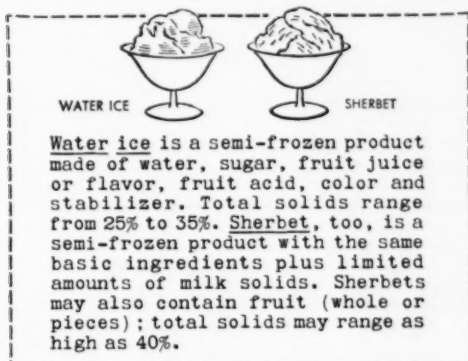
Try it! Watch it sell your ice cream!

ALPHA AROMATICS, INC.

392 Calton Avenue

Brooklyn 31, New York

Stabilization of sherbets and ices



Stabilizer function

The stabilizer is vitally important in the manufacture of ices and sherbets. Although ices and sherbets are somewhat similar to ice cream, there are some basic differences which make it highly desirable that a specialized stabilizer be used.

The larger amounts of water in sherbet create a stabilizer problem in the important and difficult function of "binding" the maximum amount of moisture and maintaining smooth texture.

An ice and sherbet stabilizer must combine the qualities of a good ice cream stabilizer with these additional characteristics: (1) it must not cause excessive overrun; (2) it must not be affected by the relatively high acid in sherbet; (3) it should increase viscosity enough to reduce or prevent "bleeding."

Because ices contain no butterfat and sherbets contain little or no butterfat, a stabilizer that acts on both fat phase and water phase is not required.

"Bleeding"—a problem

In "bleeding", unfrozen syrup migrates through the cellular structure of the sherbet to the bottom of the container. This occurs even at low (-20°F) temperatures because high sugar solids content (often 30% or above) prevents total freezing of syrup. There are three ways to overcome "bleeding": (1) proper stabilization thickens the syrup, retards or eliminates migration; (2) use of corn sweeteners to replace part of sucrose (cane or beet sugar); (3) reduction of overrun.

Another problem—surface crustation

Surface crustation, a common defect in sherbet or ice, is caused by sucrose crystallization. It occurs when water is frozen into ice . . . is characterized by hard white spots on the surface.

Use of some corn syrup solids with sucrose

is the best way to eliminate this defect. Other helpful practices are to protect the surface with parchment paper when container is filled . . . to use more stabilizer.

Body and texture faults

Crumbly body generally results from insufficient stabilization, too high overrun, or too low drawing temperature.

Hard body can be corrected by increasing sugar content and overrun slightly, or by replacing portion of sucrose with corn syrup solids.

Soft body can be overcome by a slight reduction or readjustment of sugar content, and overrun.

Snowy body is a result of too much overrun or improper stabilization.

Sticky body may be caused by too much stabilizer—pectin in particular.

Coarse texture stems from the following:

(1) insufficient stabilizer; (2) insufficient sugar; (3) too high drawing temperature; (4) delay in placing containers in hardening room.

Ice separation, during freezing in continuous freezers, may be due to any one of a number of factors. The use of a gelatin base stabilizer greatly assists in minimizing this condition because the ingredients increase the mix viscosity sufficiently to retard the action of centrifugal force in separating small ice crystals.

Vel-O-Teen

Swift's Vel-O-Teen is a specialized stabilizer developed for use in ices and sherbets. Vel-O-Teen is not recommended for ice cream. The outstanding features of Vel-O-Teen are obtained by the blending of stabilizing agents scientifically selected for their specific properties.

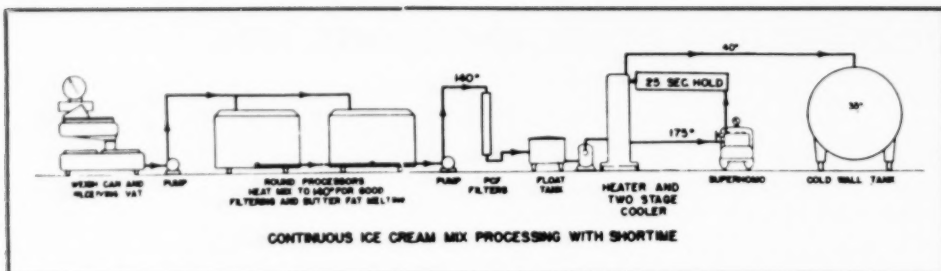


Order a trial shipment at the quantity price for a test in your own plant. If not satisfied, you may return the unused product for credit at our expense.

Swift & Company

Stabilizer Department
CHICAGO 9, ILLINOIS

Makers of Gelox, Vestirine, and
Vel-O-Teen Stabilizers for ice cream
and sherbets.
Also Velvatex food gelatin.



Engineering Aspects of HTST

THIS report on the engineering aspects of the short-time pasteurization of ice cream mix should probably be entitled, "A Report of Progress from 'Temporary Approval' to 'Successful Commercial Installations'."

That is the story, for we have come a long way in the three and one-half years since "temporary approval" was granted.

In March of 1948, the U. S. Public Health Service, based on experimental data, gave "temporary approval" to the high temperature short-time pasteurization of ice cream mix. This data offered sufficient evidence that from the standpoint of health hazard, "temporary approval" could be issued safely on the basis of holding mix at 175°F. for 25 seconds. Furthermore, it was recognized that conditional approval would provide the opportunity to gain valuable field experience before granting full endorsement of this method.

Since then, much work has been done by our universities, and by the research departments of equipment manufacturers and in commercial plants to show that the high temperature short-time system of processing mix is practical, economical and safe.

At the University of Illinois, a study was undertaken last year to show the equivalence of 155°F. for 30 minutes (or long hold) to 175°F. for 25 seconds (or short-time). The conclusion reached was "that to secure as complete a destruction of bacteria as is ob-

BY D. T. FITZMAURICE

*Cherry-Burrell Corporation
Little Falls, New York*

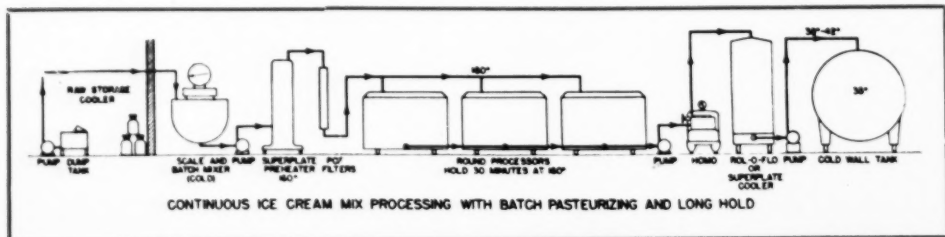
tained at 155°F. for 30 minutes, the mix need not be heated higher than 175°F. for 30 seconds, but to equal the pasteurization efficiency of 160°F. for 30 minutes, the mix should be heated to 177.5°F. for 30 seconds."

At other universities, studies on other phases of this subject are being concluded and we may expect reports from them very soon.

There is no doubt that further theoretical work on various phases of this subject should be undertaken. Excellent suggestions as to the direction which this work should take have been made by Dr. Barber of the National Dairy Research Laboratories. His recommendations were published in the April, 1951, issue of ICE CREAM FIELD.

It is interesting to note in connection with time-temperature standards that in England, legislation has just been adopted establishing 175°F. for 15 seconds as adequate for short-timing ice cream mix.

The first commercial installation of a short-time pas-



JUNE

1953

Get ready



for next season . . . now!



Why now? Frankly this is the time of year when the demand for packages slows down a bit along with the rest of the ice cream business. So this is the best time for you to get the utmost in service—in modernizing your package to produce more “self-serve” sales, and in settling your packaging plans while time itself is not a problem.

It's wise to order 1953 requirements now.

By accepting scheduled deliveries early, you'll have your inventory *right* when the season starts. And benefits gained here by year-round production are passed on to you . . . in better service and reasonable prices.

You get these real advantages when you order early from Bloomer Bros. Company, packaging pioneers since 1896. Sending the coupon is the first easy step.

Quality Packaging

**BLOOMER
BROS. COMPANY
NEWARK
NEW YORK**

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**BLOOMER BROS. COMPANY
Newark, New York**

Please have your representative get in touch with:

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Company _____

Address _____

City _____ Zone _____ State _____

teurizer on mix was probably that used by Dowd and Anderson at the University of Connecticut about nine years ago. The mix was H.T.S.T. pasteurized in the college plant, frozen and sold.

At the present time, there are about twenty high temperature short-time mix pasteurizers installed in commercial plants in some eleven states.

These installations show us that the various problems connected with short-timing mix are well on the way to solution. They also show that bacteria counts experienced are comparable with batch methods, indicating that the time-temperature standard of 175° F. for 25 seconds is adequate.

However, if it should ever be required, the temperature could easily be raised as high as 195° F. and the holding time extended, as necessary. The equipment in use today is easily adjustable to higher temperatures and will operate at those temperatures without difficulty.

To sum up, all the work done to date points in the direction of the adoption of the temporary standard now in effect as the permanent standard.

Public Health Viewpoint

In order to be recognized as an accepted system, H.T.S.T. must be acceptable from the public health and the processor point of view.

Public Health officials have taken a progressive, liberal attitude towards commercial installations of the H.T.S.T. pasteurizer on mix.

Recognizing that rising operating costs make it imperative to develop continuous H.T.S.T. systems, our health officers have followed and checked these installations carefully and accepted each of them as they proved successful.

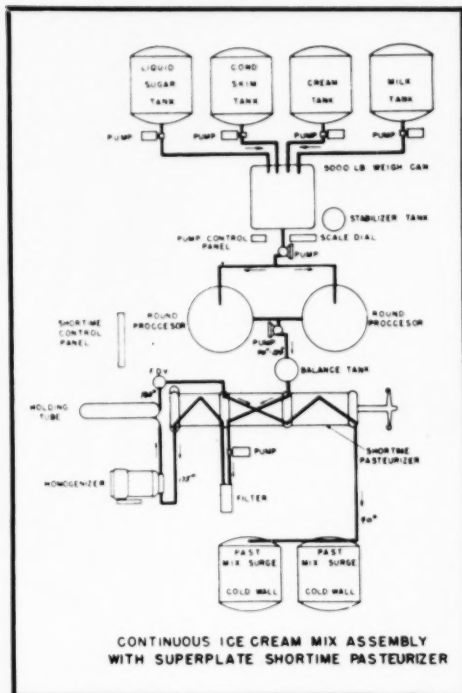
The mix short-time pasteurizer appears to be acceptable from the public health point of view because:

- (a) It lends itself to close tolerance temperature control through a safety thermal limit controller recorder and flow diversion valve.
- (b) It can be more easily cleaned and sterilized by pump circulation.
- (c) In commercial installations, it is providing pasteurizing efficiency equal to batch systems.

From the processor point of view, the continuous H.T.S.T. system is a big factor to consider in the effort to reduce labor cost and increase speed and efficiency.

When the H.T.S.T. pasteurizing system is combined with push-button mix assembly and weighing-in system, a large stride is made towards solving the materials handling problem in the mix pasteurizing room.

Continuous mix pasteurizers offer practical opportunities for regeneration or exchange of heat between hot



and cold mix. Such economies are generally not obtainable in the batch system.

In 1948, complete solutions to problems in the engineering and plant layout phase of the H.T.S.T. system were open to question. At that time, only theoretical answers could be given to questions such as:

1. The effect of mix viscosity on pressures.
2. Where and at what temperature to add stabilizer.
3. To use or not to use regeneration.
4. At what point in the process to homogenize.
5. How to handle frozen products, dry sugar, etc.

Today, four or five different variations of plant layout and combinations of equipment are in operation in commercial plants short-timing mix. Those plant layouts and their equipment are designed to handle the problems connected with the wide variety of ingredients used in ice cream mix.

In the ice cream plant, continuous equipment must handle all types of mix ingredients such as liquid sugar, dry sugar, frozen cream, butter, frozen eggs and powdered products.

Various types of equipment can be, and are being, used in the continuous H.T.S.T. systems processing ice cream mix. Barrel type heaters can be used in conjunction with surface type regenerators. Vacuum type

(Continued on page 73)

On every count

BATAVIA

"Stole the Show"

- ✓ All-Steel Cold Box Design
- ✓ Superior Power and Hydraulic
- ✓ In-Room Refrigeration
- ✓ Complete Division System
- ✓ Motor Driven Wind System
- ✓ Hand-Crafted Assembly
- ✓ All-Steel Under-Cover
- ✓ Custom Designed to Specific
- ✓ and Requirements



Only the Best

STANDS COMPARISON

At the DISA show you were able to compare the leading makes of refrigerated bodies — point for point, feature for feature. And, as always, this close, side-by-side comparison only made Batavia's superb quality all the more apparent. Batavia Bodies are incomparably finest.

Only the best goes into Batavia — from the custom-design planning to the final skilled lettering that makes the body truly yours. Yet this superb, hand-crafted quality is available in a wide price range. You can afford Batavia's price, you need Batavia quality. Refrigerated delivery is a job for specialists. Write us today for complete information.

BATAVIA BODY COMPANY - BATAVIA, ILL.

Only the Best
goes into
Batavia



ICE CREAM FIELD, November 1952

Ice Milk

from page 30

fat content—6% butterfat—which is consistent with the nutritional demands of the diabetic.

This very palatable product, with its extremely high protein to total calory ratio, should prove to be the ideal dessert for the diabetic, the convalescent, and in the extreme reducing diet.

Low fat milk shake base, sold in bulk, for the production of milk shakes and malted milks has become a very large volume item in practically all parts of the country where it is offered. The popularity of this product is growing. I am certain that this is a sound trend for the dairy industry. It will promote the use of more dairy products. Good, palatable, moderately thick to thick milk shades, offered at a reasonable price with an overall fat content of from 2 to 4% are very well tolerated and the sales volume at retail level is generally much higher than previous sales of conventional milk shakes or malted milks made with ice cream. Selling price may be a factor but the fact remains that most people actually like them better. Many people who enjoy the refreshing low fat drink cannot tolerate the richer drink made with ice cream. Repeat sales to the same customer are more frequent.

Here again, current dietary trends have a great deal to do with the preference for a low fat drink. When these dairy drinks are offered under their true colors—or in other words, when the customer is advised that it is a low calory drink and preferably a high protein-low calory drink—sales potential is considerably increased.

I realize that there are many in the industry who believe that a good palatable milk shake must be made with ice cream. Let me tell you of an incident that happened recently in a manufacturer retail store. A man—a stranger to the store manager who was waiting on trade at this particular time—came into the store and ordered two malted milks. The customer offered the information that he and his wife travel very extensively over the country and they are very fond of good malted milks. They buy them frequently but seldom get a good drink. They had bought malteds in this store some months ago and remembering the excellence of the drinks, had driven many miles out of their way on this particular trip just for these malted milks.

That is why this particular store has built their milk shake and malted milk volume from an insignificant level to a point where they now sell as many as 250-300 a day on good days. Furthermore, they sell them at 25c each.

This operator uses a good ingredient base with a 4% butterfat formula. His drinks are made with chilled, but not icy, skim milk.

What are the properties of a good milk shake or malted milk? I believe that flavor, consistency, and refreshingness are the three important properties.

Certainly the product should have eye appeal and freedom from chocolate separation but this is probably less important than the other three factors mentioned.

Flavor is often sacrificed in low fat drinks. Many are flat, insipid and watery. Proper mix balance, along with a stabilizer formulated for this particular use and milk protein fortification will do the job. A high milk protein content complements the fat and brings out a rich, smooth, well defined flavor. While the flavor tastes rich, the drink does not satiate the appetite as does one made with ice cream and the customer can consume more of the product and will drink them more often.

Ideas differ a great deal as to the most desirable consistency. It appears that most people like heavy milk shakes but they like them to have some degree of fluidity so that they can be drawn through a heavy straw. The cold, coarse shake that cannot be drunk from the glass or drawn through the straw is not too desirable. If the product has to be spooned, most people would prefer ice cream or soft-served ice milk.

Permanence of consistency is also very important. Drinks that depend solely upon extremely low temperature for thickness usually melt quickly from the sides of the glass or cup inward, producing a drink of varying consistency. A drink that depends upon the milk used being frozen to a slushy ice consistency is usually quite coarse and exhibits these irregular melting qualities. The combination fat and protein whip, which is obtainable through the use of a base which is properly stabilized and protein fortified, should overcome this condition.

By and large, the lower the fat content of the drink, the colder it is to the palate. Conversely, the higher the fat content, the warmer it appears. Low fat drinks are usually heavier in consistency than medium high to high fat drinks. The fat in the frozen product and the milk both contribute to this condition. If skim milk is to be used in making up the drinks, the fat content of the frozen product may be higher than where whole milk is to be used. A fat content of from 2.4% in the finished drink is usually to be preferred.

There are some rather major differences in make up of mix to be used in packaged ice milk as compared with mix to be frozen into milk shake base. Frozen milk shake base should usually be quite coarse and open in texture so that it will disperse quickly in the malted milk mixer. It should preferably disperse in a half minute to a minute. A smooth, gummy frozen product will not qualify. Such mixes should usually have a total solids of 31-34% depending upon fat content. They should be drawn from the freezer in a soft to semi-soft condition, and definitely at a higher

Successful Dairy Stores by Dairymen



WHY NOT JOIN THE EVER-GROWING RANKS of DAIRY STORE OWNERS?

Many dairymen have had their eyes opened to the opportunity of utilizing their surplus and building volume sales of ice cream at a profit through well planned Retail Stores affording complete customer service in ice cream and other dairy products.

Whether you are now considering the manufacture of ice cream or are already doing so, you will find a good retail store not only profitable but that it puts you on the map and helps establish you more firmly in your area.

However, retail stores should be undertaken with the fact in mind that they are your real personal contact with the consumer, and will represent you as to quality, efficiency, sanitary methods and customer satisfaction. Therefore, they should be well planned and equipped.

There is such a difference in results in a hodge-podge or half done and abbreviated attempt and a complete, attractive and well planned, labor saving setup that actually invites consumers to come in and then holds them as regular customers.

So we suggest your letting us help you — we have the experience and the know-how, as well as equipment specially designed for this type of merchandising on an economical basis.



LATEST SANITARY FEATURES
MODERN DESIGN
LABOR SAVING PLANNING
PEAK LOAD ECONOMIES
DEPENDABLE PERFORMANCE
RELIABLE CONSTRUCTION
STREAMLINED BEAUTY OF
APPEARANCE
CUSTOMER APPEAL AND
SATISFACTION

These are all "regular equipment" with GRC installations.

GRAND RAPIDS CABINET COMPANY
GRAND RAPIDS MICHIGAN

temperature than is normal for ice cream or packaged ice milk. Emulsifier is usually detrimental in a milk shake base. It usually promotes a lesser secondary whip at the malted milk mixer.

Mixes made for packaged ice milk or novelties should be capable of producing a smooth, desirable bodied and textured frozen product. Adequate emulsification is very essential. Since texture in an ice milk is largely controlled by the fat cell and the air cell and since so little fat is present, we must do a particularly good job with the air cell. This points to the necessity of having fine air cells, uniformly dispersed throughout the mass. This points to the need for higher emulsification in low fat ice milk mixes than in higher fat ice milk mixes.

Because of the low fat content of frozen ice milk, the air content, or overrun is very important. Since the property which we refer to as "creaminess" in a frozen dessert is a function of the fat and the air cells and since we have so little fat to work with in an ice milk, the amount of air in the frozen product is of considerable importance. The heavier the body, the greater the need for air or overrun. I believe, that in most conditions, optimum eating qualities in a packaged ice milk are attained at an overrun of 75-80%. In order

to carry that much air, the mix must be of fairly high total solids—35 to 37%—must be well stabilized, and should have the additional protective action of supplemental solubilized milk protein.

A word is in order about our dairy laws as they pertain to ice milk. Ice milks or plain sherbets are now legal throughout the country except in a small group of states, most of which are in the East. Nearly half of the states have no standard for ice milk. Those standards that do exist vary greatly between states. There is a great need for greater uniformity among ice milk laws.

In conclusion, I should like to point out that it is more difficult to make a good ice milk than a good ice cream. I am certain that there is a place in most markets for both a good ice cream and ice milk. The two items, sold as companion products, will promote an increased volume and will certainly tend to stabilize the dairy industry through the use of both increased quantities of butterfat and milk solids. Such a program will make friends with the consumers by offering products within the price range of all.

This article is based on a talk given during the recent convention of the National Association of Retail Ice Cream Manufacturers.

**Order NOW
and SAVE**
**Limpert's CHERRIES
are SUPERB!**

**OXHEART-big, black & sweet MARASCHINO-true type
NATURAL FLAVOR-pure cherry juice**

**Rich, full-bodied flavor. Perfect color uniformity.
Sliced, halved or packed whole by automatic machinery.
Wire for prices and samples.**

**LIMPERT BROTHERS, INC., Vineland, N. J.
Quality Superb Fruits, Flavors & Extracts for the Ice Cream Industry
New York Sales Office, 33 West 42nd Street**



FREE

**Full-color streamers of
CHERRY-VANILLA and CHERRY ICE CREAM**

VELVETY ICE CREAM

EASILY DISSOLVED

LASTING PROTECTION AGAINST HEAT SHOCK

VISCOSITY OF MIX JUST RIGHT

ALWAYS UNIFORM

CREAMIER TEXTURE

RICHER TASTING ICE CREAM

EXTRA BODY

MELTDOWN NATURAL

EXTRA SALES

Specializing in Stabilizing

GERMANTOWN *Manufacturing Company*

5100 LANCASTER AVE., PHILA. 31, PA.

WAREHOUSE STOCKS, PHILADELPHIA, PA.—SAN FRANCISCO, CAL.—PORTLAND, ORE.

Scene On Navy Pier

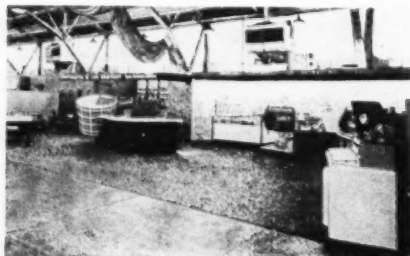
ANOTHER Dairy Industries Exposition has come and gone and all that remains from this year's edition are memories and photographs. A magazine can't publish memories but here are some camera records of Chicago scenes during the week of September 22 to 27. These supplement the hundreds of Dairy Week photographs published in *ICE CREAM FIELD's* October and November issues.

On Navy Pier, ice cream flowed like you know what. Typical was the Bastian-Blessing booth (pictured just below) where the patented Coldpoint beverage dispensing system in the fountain at the left was in operation serving "Black Cows"—ice cream floating in root beer. Of course, it was all on the house.



Thousands of show visitors stopped in to sample this concoction. Among the new pieces of equipment they saw while in the booth was the refrigerated display case at the right hand end of the fountain-luncheonette installed along the back wall.

Continental Can Company's display booth at the Exposition was a lively demonstration of selling boosts for ice cream and dairy products. Refrigerated cases at the right—one for cottage cheese, the other (behind) for ice cream—held fresh samples, ready for actual packaging and taste demonstrations. To the left, in the center of the booth, is the counter over which a model distributed cottage cheese samples in Continental's special sampler cups. At the rear of the booth, on



the right, three mock counters promoted various new ideas for selling ice cream, cottage cheese, and sour cream and Yogurt through packaging innovations.

Conference and lounge areas, desks, telephones and extra supplies of products and containers used in the displays filled the remainder of the booth's 1170 square feet. The bright, colorful display carried out the overhead slogan—"Continental—'Supermarket' of Packaging Ideas."

The Ace Cabinet Corporation introduced its 1953 line of low temperature equipment as well as its new milk display case at the Exposition.



H. S. Robinson, national sales manager, said that the acceptance of the Ace line by the trade has been "great." The above photograph shows a partial group of Ace's cabinets. The line represents cream storage cabinets, frozen food display cabinets, ice cream display cabinets, milk display case, low temperature farm freezers and soda fountains.

One of the largest booths was maintained by the Creamery Package Manufacturing Company. The company's line of dairy plant equipment was featured.



In the immediate foreground in the above photo, right to left, are the Model BJJ stainless series continuous freezer, the fruit feeder, and the Series 50 special continuous freezer. Also shown are the CP continuous chiller for continuous cooling of butter, and viscous products.

Another booth that attracted a great deal of attention was that which housed the Frigidaire ice cream



cabinets. During each day of the Exposition the booth was usually as crowded as the accompanying photograph shows. Featured was the new Frigidaire "Hy-Viz" Zero Self-Server.

The Damrow Brothers Company exhibit featured a complete set-up for the bulk handling of milk. This included a 200-gallon refrigerated farm tank and compressor shown in conjunction with a model cow and milking machine as used in a modern milking parlor; and a 1250-gallon truck tank for milk "pick-up" at the farm.

Other new stainless equipment included a 2000-gallon "cold zone" storage tank (refrigerated wall) with ammonia controls; an air agitation attachment; 300-gallon pressurized pasteurizer; 300-gallon spray-film cheese vat; and a mechanical agitator for cottage cheese which was shown for the first time.

A baseball motif predominated at the Dixie Cup Company booth. Pictures of the athletes whose images



decorate the lids of the ice cream cups were featured. The various types of paper containers and cups manufactured by the firm also were displayed. The booth is shown in the photo above.

One of the highlights of the Exposition was an exhibit of postage stamps from all over the world picturing dairying and related fields. It was located in the booth of David Michael & Company, Philadelphia manufacturer of vanilla products. This material was presented from the personal collection of Robert Rosenbaum, Treasurer of the company and a life member of the American Philatelic Society.

A portion of the exhibit told the story of the dairy and ice cream industries using postage stamps as illustrations. The various types of dairy cattle were shown as well as numerous flavorings used in ice cream. Thousands of visitors to the Exposition received illustrated brochures which gave the principal points of informa-

tion about the story of the dairy industry and postage stamps. Many hand colored photostatic enlargements were used to clearly identify the salient features of the stamps.

Dole Refrigerating Company's booth, pictured below, contained a great variety of products, among them the "Ice-Cel" product cooler, truck plates, hot-gas defrost unit, milk can cooler, freezer plate unit, soda fountain plate, rectangular and triangular holdover cartridges, valves for truck plates, retail milk delivery cabinets using Dole cartridges and plates, and a heat exchanger.



The Cherry-Burrell exhibit was highlighted by the first showing of the "Retailer" soft ice cream freezer. The twin model that was shown has two freezing cylinders and provides a colorful product consisting of alternate layers of two colors or two flavors. The new Admiral Vogt freezers were also displayed. This machine features a removable freezing tube, improved base design, and new ammonia and motor controls. Also of interest to ice cream plant men was the shorttime pasteurizer set up for use with ice cream mix and having a cleaned-in-place holding tube.

In addition, Cherry-Burrell exhibited a cold wall storage tank with air agitation, Flexflo centrifugal pump, Univat with an electric heater, Model FFH fruit feeder, Vogt freezer filling attachments, Super-homo homogenizer and a display of its parts, and wash sinks, table cart, and other products for plant production and maintenance.

Many dairy equipment and supply companies and industry organizations conducted business and social meetings in conjunction with Dairy Week. The Vendo Company's Dairy Division convened under the direc-

OTHER HIGHLIGHTS

Highlights of the Chicago Dairy Exposition held in September, in addition to those pictured on these pages, appear in the New Products section of this issue. Many other outstanding booths are not shown because of the unavailability of photographs.

7 VAN-SAL Vanillas Thanksgiving



Nothing is more truly American than festive Thanksgiving and vanilla ice cream. And as we guard our freedom to perpetuate this day of thanks, so should we guard the fine quality of vanilla ice cream to insure its unchanging popularity.

VAN-SAL "The Industry's
Vanillas No. 1 Vanilla"

S. H. MAHONEY EXTRACT CO.

Sally H. Mahoney, Pres.

221 E. CULLERTON RD. CHICAGO 16, ILL.



tion of sales executive Jack Burlington (seated, in the accompanying photograph) and heard an address by T. A. Buckley (standing, in the photo), Vice President of the firm.

School activities in particular were discussed as the firm believes that educational institutions offer a tremendous potential for novelty sales through the Dairy-Vend unit. Representatives who attended included Bob Lewis, Howard Johnson, Maurice Callahan, John Howard, Dick Wagstaff, Bob Trapp and Dale McCollum.

During the dairy industry meetings, the National Dairy Council held "Open House." From 4 to 7 P.M. each day, visitors toured the organization offices at 111 N. Canal Street, Chicago, to learn more of the dairy industry's program of research and nutrition education on dairy food.



One such visitor is shown above. He is Dr. H. B. Henderson, President of the American Dairy Science Association and Head, Department of Dairy Husbandry, University of Georgia. Dr. Henderson (center) joins Milton Hult, President of the Council, in dairy food snacks served in this instance by Miss Nancy Carter.

Coming Events

NOVEMBER 11-13—Hotel Jung, New Orleans, Louisiana; annual convention of the Southern Association of Ice Cream Manufacturers.

NOVEMBER 12-13—Hotel Continental, Kansas City, Missouri; annual convention of the Missouri Ice Cream and Milk Institute.

NOVEMBER 12-14—Hotel Vancouver, Vancouver, B.C.; annual convention of the Washington State Dairy Foundation.

NOVEMBER 18-19—Clemson House Hotel, Clemson, South Carolina; annual meeting of the South Carolina Dairy Association.

NOVEMBER 18-20—Hotel Knickerbocker, Chicago; annual meeting of the Quality Chekd Dairy Products Association.

DECEMBER 1-2—Hotel St. Paul, St. Paul, Minnesota; annual convention of the Northwest Association of Ice Cream Manufacturers.

DECEMBER 5-6—University Campus, Laramie, Wyoming; annual meeting of the Wyoming Dairy Association.

DECEMBER 7-10—Hotel Cosmopolitan, Denver, Colorado; annual convention of the Western States Dairy Association.

DECEMBER 10-11—Hotel Royal York; Toronto, Canada; annual convention of the Ontario Association of Ice Cream Manufacturers.

DECEMBER 10-12—Hotel Schroeder, Milwaukee, Wisconsin; annual meeting of the Wisconsin Association of Ice Cream Manufacturers.

DECEMBER 11-13—Hotel Lassen, Wichita, Kansas; annual meeting of the Kansas Ice Cream and Milk Institute.

DECEMBER 15-16—Hotel Morrison, Chicago; annual convention of the Illinois Dairy Products Association.

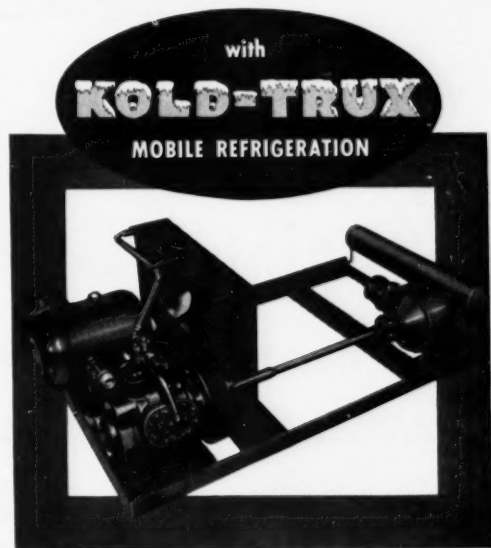
JANUARY 26-27—Hotel Roanoke, Virginia; annual convention of the Virginia Dairy Products Association.

ICE CREAM FIELD, November 1952

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Drivers' Time

from page 44

department and report to them all matters which pertain to sales.

Now that we have established the main duties and responsibilities of the two departments, let us evaluate them and see wherein drivers' time can be conserved.

The placing of advertising and promotional material in dealers' stores should properly be done by the sales department. This will accomplish two things. First, the salesman will have a better opportunity to sell the advertising and promotion program to the dealer and when he is sold, the material will have a better chance of being used. Second, the driver-salesman, by not having to perform this duty, will automatically have more time to serve more dealers and to devote more time to maintaining the proper display of his merchandise.

As a general rule, the sales department will secure the new accounts. In practically all cases, the driver-sales department will do the actual servicing of the account with merchandise. How well the sales department establishes the first contact with the dealer will, to a great extent, determine the relationship between the driver and the customer. A good relationship will

make it possible to reduce the time required to service the account. The sales department must determine at the beginning the exact hour of the day the account must receive its delivery of merchandise. It must also determine the number of days per week the account will require service. The sales department must be trained to know that the less service required by the dealer, the more profitable that account will be to the company. The sales department must establish certain other facts with the dealer at the time the account is secured. It must explain why it is impossible for the driver-salesman to: (1) defrost his cabinet and/or fountain for him, (2) price-mark all individual packages and cartons before displaying them in self-service units.

The sales department can lay the ground work in establishing a relationship of trust and confidence between the dealer and the driver-salesman. Once the relationship is established, the driver can save considerable time by being allowed to service the account without having to first contact the dealer or his representative for the order. Where this type of relationship exists, you will also find that the dealer will not delay the driver after the merchandise has been delivered.

If new accounts are secured on a "hit or miss" basis, you will undoubtedly find them widely separated

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- EMBOSSED CORNICE
- TACKER
- FLANGE
- PLASTIC WINDOW
- BRACKET

in your sales territory. Trying to service dealers far removed from each other will waste your drivers' time more than anything else. A driver-salesman is not selling a nickel's worth of merchandise while driving his truck. In many instances you will be paying such driver-salesman at an over-time rate for merely driving useless and expensive miles from one small account to another. Insist that your sales department analyze their territory and work it thoroughly before allowing them to step into another.

In the presentation of the training program to the dealer and his personnel, the sales department has a golden opportunity to explain why the driver-salesman cannot afford to spend more time than is required with each dealer. This will prevent any misunderstanding.

If a dealer has insufficient equipment to provide adequate display or storage space for your merchandise, the driver-salesman will be required to serve the account more frequently. Proper analysis and correction of this condition by the sales department will reduce service requirements and conserve time.

To summarize, management has the first two responsibilities and opportunities to conserve drivers' time. The first is through the selection of the personnel for the sales department and the driver-sales department. The second is through the establishment of definite duties and responsibilities of all members in each of

the two departments. Once these duties and responsibilities are established, then the sales department has the opportunity to conserve drivers' time. This can be accomplished by:

- (1) Not requiring driver salesmen to deliver and put up advertising and promotional material in dealers' stores.
- (2) Establishing a relationship of trust and confidence between the driver-salesman and the dealer.
- (3) The sales department securing new accounts in definite geographical limits which will permit easy servicing.
- (4) Developing and operating a sales training program for the dealer and his personnel.
- (5) Analyzing and properly evaluating dealer equipment requirements.
- (6) Keeping in close contact with all changes in market conditions and trends.
- (7) Establishing route schedules and areas and correlating work-loads.
- (8) Establishing a close relationship with driver-salesmen to promote the highest level of teamwork between the two departments.

This article is based on a talk given during the recent convention of the International Association of Ice Cream Manufacturers.

Hood Flexibility

from page 56

duced to perform the chocolate coating operation. The coating operation and the chocolate enrober were developed and built by J. W. Greer Company. Revolutionary changes were made in coating equipment available till now to provide an operating speed which is several times faster than ordinary coating operations. In addition, the coating equipment is of a completely sanitary nature with preventative against corrosion from excessive moisture conditions and frequent cleaning operations. A complete automatic temperature control is built into the equipment. All parts have been made accessible for cleaning.

The slices of ice milk pass through the enrober on a twelve-inch wire belt, the speed of which ranges from 50 to 70 feet per minute. The chocolate is put on the ice cream through pressure nozzles and not through the conventional method of gravity curtains. The coater is designed to produce 180 chocolate coated blocks of ice cream per minute, and is presently being operated by Hood at the rate of 160 per minute. The size of the coater itself is 3' 6" by 3' 6".

To follow through the production line, the slices of ice milk for the "H Bar" pass from the Stonestreet

Tunnel, along a conveyor to the Greer enrober, which passes them through a chocolate bath, blows off the surface chocolate, and then passes the coated bars through a cooling tunnel.

At the Hood plant, chocolate is brought in in tank cars in bulk form, and stored in tanks. A compound chocolate coating is being used on the "H Bar" to reduce costs and to give greater coverage.

After the bars have been coated, they pass to the Rose automatic wrapping machine which wraps each individual bar in printed Marathon waxed paper. This outside wrapper has a Western 10 gallon hat motif.

The wrapped "H Bars" are packaged three dozen to a box, and the box is then passed over a conveyor to a device which automatically seals the novelty box with tape which identifies the items contained inside. The boxes then move along the conveyor to the hardening room.

The "H Bar" production line requires seven personnel. A freezer operator and his helper run the equipment, including the freezers, tunnel, and enrober. A girl at the front end inspects the slices as they leave the tunnel and enter the enrober. The next girl inspects the coated pieces between the enrober and the automatic wrapper. Another girl operates the wrapping machine. Two more girls are required to package the "H Bars" three dozen to the box.

BOB KENNY SAYS:

"Wilbur's slice of the coating business is going to be bigger than ever in the New York area in 1952."



Bob Kenny is the Eastern Representative of Wilbur Suchard Bulk Sales with office in New York City. He has had a quarter century of experience selling chocolate products to the confectionery, bakery and ice cream industries.



WILBUR CHOCOLATE COATINGS

WILBUR SUCHARD CHOCOLATE COMPANY, INC. • LITITZ, PA.

continuous pasteurizers can be used and, of course, plate equipment is being used in this process.

Dry sugar and liquor sugar types of mixes are now being successfully handled. Frozen products and butter are also being handled in modern types of plant layout.

One ingredient that will lend itself better to continuous mix pasteurization and handling is liquid sugar.

In addition, new types of liquid sugars and blends of liquid sugar and corn syrups are available. The processors of liquid sugars are now producing an improved byproduct with better keeping qualities. They are rapidly adopting advance techniques in processing, in clarifying, in de-colorizing, and in transportation, in order to make supplies of liquid sugar more desirable and more readily available.

One should not interpret my remarks on the subject of liquid sugars to mean that continuous systems cannot be easily adapted to handling dry sugar. Continuous systems handling dry sugars are now in operation. Dry sugar is less desirable than liquid sugars because it is not as easy to handle from an engineering point of view. It cannot be pumped as liquid sugar can.

As a matter of practical engineering, plants can be easily laid out so that either dry sugar or liquid sugar can be handled in the same equipment.

3A Standards for the short-time pasteurization of ice cream mix are being developed along with the standards for the high temperature short-timing of milk.

The 3A Standards for both milk and mix are now in their fourth draft and are soon scheduled to again go before the full 3A Committee for discussion.

Every draft of the 3A Standards so far has treated mix in a manner exactly similar to milk. For example, the standards will indicate that mix must be sucked through the regenerator, just as we do with milk, to avoid contamination of the pasteurized product by the raw.


In many commercial installations of high temperature short-time pasteurizers where regenerators are used, it has proven to be a relatively easy matter to suck the mix through the regenerator and, therefore, this phase will be incorporated in the standards.

In conclusion, we think it can be said that continuous H.T.S.T. mix pasteurizing systems have now reached a point where serious consideration must be given them as the most desirable type for the larger ice cream plant.

This article is based on an address given before the 48th annual convention of the International Association of Ice Cream Manufacturers.

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in Our Exhibit of **ICE CREAM** and **DAIRY BODIES**

AT THE RECENT D.I.S.A. SHOW IN CHICAGO

We, of course, hoped for favorable attention, but were scarcely prepared for the show of interest and enthusiastic approval with which so many visitors viewed our display.

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Ice Cream Flavor And

PEOPLE buy ice cream because they like its flavor, smoothness, cooling effect, and because it is available in a wide variety of flavors. Ice cream manufacturers are always striving to improve the quality of their product so that it will enjoy the greatest possible consumer acceptance.

The following are some of the factors which enter into the manufacture of ice cream which has a desirable flavor.

1. A well balanced mix.
2. Good quality ingredients.
3. Proper processing of the mix.
4. Sufficient amount of natural flavoring.
5. Proper freezing and hardening.
6. Rapid turnover of stock.
7. Properly trained and well supervised employees.

Since flavor is such an important item in gaining consumer acceptance for ice cream, it might be worth while to see what effect each of the quality factors mentioned has on the flavor of ice cream.

We hear a lot about the merits of a low-fat vs. a high-fat product. In some states, eight per cent fat is the minimum; in others, ten per cent; in others, fourteen per cent. Some manufacturers are selling ice cream that contains sixteen to twenty-two per cent fat and at the other extreme, it is estimated that over 100,000,000 gallons of frozen product containing less than eight per cent fat are being sold. One of the reasons why the trend in ice cream consumption has been steadily upward over a period of years is due to the fact that the industry has given the consumer the kind of product which he prefers. The important thing for the manufacturer to consider in this connection is to have a well-balanced formula for each product he manufactures and to keep it uniform in composition from day to day.

So far as flavor of the ice cream is concerned, perhaps more important than the formula is the quality of the ingredients which go into the mix. Some manufacturers are more favorably situated in this respect than others. In so far as it is possible to do so, good fresh milk, cream and milk concentrates which are free from flavor defects, should be used. Non-dairy in-

BY PROFESSOR W. H. MARTIN

*Kansas State College
Manhattan, Kansas*

gredients likewise must be carefully selected so that they will not impart an off-flavor to the mix.

Faulty processing is often responsible for some flavor defects. High temperature used in the preparation of milk concentrates, prolonged holding of mixes at high pasteurization temperature and the application of heat during pasteurization in such a manner that portions of the mix are overheated, may result in varying degrees of a scorched or cooked flavor in the final product. In this connection it might be desirable to consider the use of plain condensed milk or skim milk that has not been heated above 165°F. during forewarming and condensing, and the same recommendation applies to sweetened condensed milk. If mix is made in the vacuum pan, only the milk products should be preheated to not over 165°F. prior to condensing. The sugar and stabilizer should be added to the condensed portion of the mix and then the entire mixture pasteurized at 165°F. for thirty minutes. It may be desirable to pre-cool the mix at 145°F. at the start of the homogenization process. This will aid in preventing excessive viscosity and will minimize the cooked flavor.

A wide variety of flavoring materials is available for use in ice cream. The more popular flavoring materials used include vanilla, chocolate, fruits, fruit extracts, nuts, candy, sugar, and spices.

Vanilla flavoring is available in many different forms and its quality varies greatly depending on the source and quality of the beans and manner of extracting the flavoring substance and whether it is a pure extract, reinforced extract, compound or powder. There is a difference in opinion regarding the use of the vanilla

Color Standardization

in ice cream. Pure vanilla extracts impart a delicate true flavor to ice cream, which shows up best when used in mixes made from fresh clean flavored ingredients. Packaged ice cream made with a low overrun and ice creams which are high in milk solids-not-fat require more than the usual amount of extract. Vanilla extracts reinforced with vanillin will produce a stronger flavor and may be used when a more pronounced flavor is desired. Compounds containing vanillin and coumarin may produce a vanilla-like flavor if used in the proper amounts; however, they often produce harsh, unnatural flavors, unlike a true vanilla flavor.

Unfortunately the ice cream manufacturer does not have a good measuring stick for use in the purchase of vanilla. Federal standards specify that a gallon of extract shall contain the extracted material from 13.34 ounces of beans and that the solvent shall be alcohol of a 35 minimum strength. Extracts from Mexican or Bourbon beans or from a combination of the two are considered best. Consumer preference tests do not always prove this contention and in actual practice many manufacturers are using reinforced extracts and imitations.

The amount of vanilla flavoring to use may vary depending on the mix and the type of flavor used. Usually $\frac{1}{4}$ to $\frac{1}{2}$ ounce of a compound, two to three ounces of a reinforced vanilla and four to five ounces of a pure vanilla extract will be required for ten gallons of ice cream. It requires twenty-four to forty-eight hours' time in the hardening room for the flavoring to blend with the other ingredients. Vanilla flavoring does not actually freeze out; however, its intensity of flavor may be diminished due to the effect of the low temperature on the sense of taste. It does not pay to economize on vanilla flavoring costs. It is better to standardize on a good flavor and use it properly than it is to try to cover up defects with a strong harsh imitation vanilla flavoring.

In most sections of the country chocolate ice cream ranks next to vanilla in popularity. Chocolate flavoring may be obtained from chocolate liquor, cocoa, or

a blend of the two. The flavoring may be added to the mix at the freezer in the form of syrup or it may be added dry to the mix ingredients and made into a chocolate mix. It requires about 3 to 3.5 per cent of cocoa, five to six per cent of chocolate liquor or 4.25 to 4.5 per cent of a chocolate blend to flavor the mix. Combinations of cocoa and chocolate liquor are used in amounts to give the equivalent of 2.4 to 2.7 per cent of cocoa solids-not-fat. Chocolate liquor used alone may result in a sticky body and slick texture due to the excessive amount of cocoa fat added to the mix.

Chocolate chip ice cream may be made in a batch freezer by adding $2\frac{1}{2}$ to three pounds melted chocolate coating (95° to 105°F.) to the partially frozen ice cream. The melted coating should be added about the time the refrigeration is turned off the batch freezer or as soon as the ice cream is stiff enough so that the melted syrup will not mix with the ice cream to make a solid color. Stabilized chocolate syrup may be injected by means of a pump into stiffly frozen ice cream as it flows from a continuous freezer to make variegated ice cream.

The most popular of the fruit ice creams is strawberry. However, almost any kind of fruit may be used for flavoring ice cream. Fruits are available in the fresh, frozen, canned, candied and dried forms. When fresh fruits are used they are cleaned, mixed with sugar at the rate of two to three pounds of fruit to one pound of sugar and refrigerated at 40°F. for twenty-four hours before using. Frozen fruits should be removed from the low temperature storage at least twenty-four hours and allowed to defrost in a 50°F. room before being used in ice cream. It is common practice to separate the syrup from the solid fruit and add it to the mix. The fruit is added to the ice cream shortly before drawing from a batch freezer or through the fruit feeder if a continuous freezer is used. The amount of fruit to add varies. Allowance must be made for mix dilution by the fruit so that the finished ice cream will meet the minimum fat standard for fruit ice cream. The use of an excessive amount of fruit may injure the texture of the ice cream.

It may be desirable to use a fruit extract and pureed

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fruit in the combination with the fruit in order to get a pronounced fruit flavor. Some fruits, such as peaches, require more fruit than others. Some manufacturers make special mixes for fruit ice cream which contain more fat and milk solids and less sugar to make allowance for the extra sugar in the fruit and the dilution of the mix by the fruit. Stabilized fruit is used in making variegated ice cream.

Certain precautions are necessary in the manufacture of nut and candy flavored ice creams. Nuts sometimes become soggy and rancid. Raw shelled nuts should be stored at 32°F. or slightly below and the temperature should never exceed 40°F. Since nuts absorb other odors, they should not be stored in a room with other strong flavored foods. Nuts may be toasted to drive off surface moisture, and dipped in hot vegetable oil or butter to coat them with oil. Chopping and grinding part of the nuts will intensify their flavor. It requires about 1.5 to 2.5 pounds of nuts for five gallons of mix. Nuts are sometimes coated with chocolate and added through a fruit feeder.

Candy flavored ice cream has become popular in

recent years. Especially prepared candies such as peppermint stick, almond toffee, lemon flake, etc. are now available. About two to three pounds of candy for each five gallons of mix are used. If trouble is encountered in introducing candy into the ice cream through a fruit feeder, the candy may be mixed with a little soft ice cream, then fed through the feeder.

The addition of color to ice cream enhances its appearance and helps to create a desire for the product. Certified colors are made from harmless aniline dyes and have been approved for use in ice cream. A few vegetable coloring materials are also available such as annatto and burnt sugar. Color may be purchased in the liquid form ready for use.

Care should be taken to avoid contamination of color with metals and bacteria. They should be kept in a cool place and protected from direct sunlight. The amount of color to use is that which will impart a natural shade in keeping with the particular flavor. Pastel shades are best in most instances. As a rule the intensity of the color is greater after hardening the ice cream than when it comes from the freezer.

The successful use of flavor and color is dependent to some extent on how they are incorporated into the mix. A vanilla flavor and color are sometimes added to the entire mix. Other flavor and color are usually added to each batch at the freezer or added in the supply tank for continuous freezers. They should be added in sufficient time to insure thorough incorporation and uniform distribution throughout the ice cream. Ice cream like other foods is at the peak of perfection when fresh. The longer it is held in the hardening room and in the dealers' stores, the greater is the deterioration in flavor. For this reason adequate protection in storage and rapid turnover is desirable.

Another important factor in the standardization and control of flavor and color of ice cream is the proper training and instruction of employees who are in charge of these operations. One of the best ways to do this is to prepare a manual of instruction.

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The Readers Ask.

TECHNICAL PROBLEM



By DR. C. D. DAHLE
Technical Editor, Ice Cream Field

Using Dry Skimmilk?

I would be grateful if you would send to me two copies of your booklet No. 277 relating to the manufacture of ice cream.

As, in all probability, I shall be using a spray dried skimmilk powder, I would be pleased if you could tell me of an efficient way to mix this so as to produce a consistent mix.

Answer

Under separate cover we are sending you two copies of Circular 277 pertaining to commercial ice cream manufacturing.

If you are using dry skimmilk in your ice cream mix and are using quite a large quantity, one of the easiest ways in which to get it into dispersion is to make use of a circulating unit. You can buy these already built up and they include a hopper and a pump. After you have added cold milk, skimmilk, cream, etc. in your pasteurizing vat, then this pump on the hopper mixer arrangement can be started and mix is drawn through the bottom portion of the hopper, which sets on or is built into sanitary line, and the powder dusted into the hopper. The pump carrying the mix through the bottom of the hopper will carry the powder into the mix and push it through the pump, giving it a great deal of agitation. Then from the pump, the mix will go back into the main vat. This puts powder into solution immediately. It also is very handy to use with any solid materials such as egg yolk or stabilizer.

If this arrangement cannot be had then, of course, you will have to sift the dry skimmilk slowly on the surface of the mix before heat is applied. This must be sifted on rather slowly with considerable agitation in the mix.

Diabetic Formula?

We have been receiving increasing inquiries re: diabetic ice cream. A 10% BF mix is now available using .0001% Saccharin. The formula is:

10% Butterfat
12% Solids-not-fat
15% Sorbo
28% Stabilizer

I would like to get your opinion of the palatability of this product compared to your 14% BF formula. The finished ice cream will have an 80% overrun and the flavoring concentrates would not amount to over 2 oz. in our 5-gal. batch freezers. Our state law requires a minimum of 10% BF. The weight per gallon is 9.2 lbs.

I appreciate that as soon as we start manufacturing a diabetic ice cream that there will be inquiries about a diabetic sherbet. Do you, as yet, have a formula for diabetic sherbets or ices?

Answer

I think that the mix you have suggested would be a very satisfactory mix from the standpoint of palatability and taste. You are, however, adding 12% solids-not-fat which means over 6% milk sugar which is not good for diabetics. The caloric content of your formula would be lower than the one I have submitted before.

In your last paragraph, you mention a diabetic sherbet. I do not know of anyone having worked on one as yet, but there may be possible ways of obtaining a diabetic sherbet. I think one would have to add some glycerin, however, to keep the product from becoming too hard. At the same time, one would have to use the maximum amount of milk solids-not-fat permissible in sherbets to get body.

Peach Ice Cream?

We would like very much to know how to make good peach ice cream, without using the fresh fruit. Our peach with fresh peaches is very good, but as you can realize, that makes us rather late on the market.

(Continued on next page)



Address your technical questions to Dr. C. D. Dahle, % Ice Cream Field, 19 W. 44 St., New York 36, N. Y.

We have tried frozen peaches with the use of the fortifier, but weren't very successful. We will appreciate any information you may be able to give us.

Answer

I have your letter regarding the manufacture of peach ice cream. Most ice cream manufacturers are making peach ice cream long before peaches are available from a current crop. This peach ice cream is made with frozen peaches, and good peach ice cream can be made.

What some do is to grind up part of the peaches and add this puree to the mix and then add only a certain amount of the peach pieces to the ice cream through the fruit injector. This makes a pretty good peach flavor without the addition of any fortifier. So far, I have not found a fortifier which actually had a flavor resembling peaches.

The amount of peach pulp and peach pieces to add, of course, is a very important factor. Most of us add from 25 to 30% peaches.

Some add a small amount of citric acid to peach ice cream. We have found that this tends to enhance the flavor by giving a certain amount of tartness to the peach ice cream. Some also add nectarine puree instead of the puree or peach pulp which I mentioned. This enhances the flavor also.

Better "Body" Sought?

Our ice cream formula is as follows:

Cream-40%	58 Gallons
Whole Milk	64 Gallons
Condensed Skim-29% MSNP	45 Gallons
Sugar: Cane	200 Lbs.
Corn	100 Lbs.
Acid	7 Lbs.
Stabilizer	8 Lbs.
Emulsifier	3 Lbs.

These quantities are used to make 200 gallons (1800 lbs.) of 11.5% mix. We use a 70% overrun for our finished product. My questions are:

1. What is your opinion of the quality of the mix?
2. How can we give the ice cream a better body?
3. What changes would we have to make in the above formula to produce a mix for soft ice cream? This mix must conform to state standards and the finished product would have 30-40% overrun.

Answer

In going over your figures I am unable to obtain an 1800 pound mix. My mix figures out 1771 pounds and thus the solids, according to my calculations, will be a little bit higher than you have mentioned.

Your mix composition would be as follows:

Fat	12.100
S.S.	11.100
Sugar	16.900
Acid	.395
Stabilizer	.450
Emulsifier	.170
	41.115

This should make a very fine quality of ice cream, although the sugar content is a little higher than we are using in this area. This might make for a softer ice cream.

To get better body, you would have to use more serum solids, but I think your serum solids are high enough.

I hesitate to recommend an increase in stabilizer content because I think you are now using more than others are using of that type of stabilizer. With a 70% overrun on this composition, you should have excellent body. I assume that you are freezing in a continuous freezer and that the freezer is operating properly.

To change your formula to a product for soft ice cream in Pennsylvania, I would suggest that you use 10% fat, 12% serum solids, 15½% sugar, and then about the same amount of stabilizer and emulsifier as you are using at the present time.

You might find, however, that with this much emulsifier you may not be able to keep the overrun down to 30-40%. In this case, perhaps you should reduce the emulsifier content.

Cup Filling Problem?

Recently we have experienced considerable amount of trouble with our "Take-Home Sundae." The trouble has been as follows:

The cups (5 oz.) are filled by a filler with ice cream and topping and placed in hardening room.

When delivered to the customers, about ¾ of the cup is a showy, crystallized mixture and the bottom ¼ is a solid piece of icy mixture.

The top shows about 40% solids and the bottom about 36% solids. There is a variation of about 2% fat between the top and bottom.

The ice cream in bulk and bricks from the same mix is of fine quality.

Answer

Inasmuch as your bulk and brick ice cream from your mix result in fine quality ice cream and the "Take-Home Sundaes" are, as you state, a crystallized mixture, the reason probably lies in the temperature of the ice cream and the syrup in making your sundaes. The ice cream going through the packaging machine probably softens up considerably and perhaps the syrup is too warm. You must have cold ice cream and cold syrup, otherwise you are going to get melting of the ice cream and a crystallized condition.

The cups must be put in the hardening room as soon as they are filled and the ice cream in the filler, if it is that type of a filler, should be quite firm. At least, it should be as firm as the machine will handle it. I think most of your trouble is due to melting or softening of the ice cream due to the fact that you are not drawing it stiffly enough, the machine causes it to melt, and then you may be adding the syrup which is not chilled.



Quality Chekd Members To Hear 1953 Program

THE Quality Chekd Dairy Products Association will hold its twelfth general membership meeting at Chicago's Knickerbocker Hotel on November 18, 19, and 20. Representatives of Quality Chekd's sixty-two independent member-companies from all parts of the country will attend the three-day meeting.

The meeting will include discussions of members' ice cream and dairy products sales and production problems. Speakers will present the latest marketing information on the dairy industry of today. One day of the meeting will be devoted to the Quality Chekd sales conference.

Discussion will also center around Quality Chekd's new program for 1953. It is said that this program will create a new and distinctive advertising and merchandising personality for the association's products.

The four-week series of regional merchandising seminars held in eight key cities from August 28 to September 20 for members was extremely successful, reports Harlie F. Zimmerman, association managing director.

The seminars were conducted by three dairy product merchandising counselors from the Quality Chekd staff. Mr. Zimmerman, William Allerton, the association merchandising director, and C. E. Hentrich, account executive of the association's advertising agency, Campbell-Mithun, Inc., led discussions of individual member problems on ice cream merchandising and marketing.

Northwest Group To Meet

The Northwest Association of Ice Cream Manufacturers will meet for its forty-second annual convention December 1-2 at the St. Paul Hotel, St. Paul, Minnesota. President M. R. Johnson of Willmar, Minnesota will preside over all sessions. Speakers of national reputation and prominence will participate in the program.

During the year the industry has submitted a series of

three sets of samples of ice cream to the University of Minnesota for analysis and quality comparison. The third set of these samples will be available to convention attendants for inspection. Professor W. B. Combs of the University of Minnesota Dairy Division will report his findings to the convention.

Time will also be given over to the consideration of approach and manner of meeting the competition to ice cream from frozen desserts containing fats other than milk fat. This subject is of much concern to the dairy interests in the northwest area, which produces large quantities of milk.

REMA Exhibit Set For Miami

Factory experts of seventy-two companies will gather next month at Miami, Florida, in connection with educational displays at the tenth Refrigeration and Air Conditioning Educational Exhibit and Conference. The exhibits and conference will be held in the Municipal Auditorium at Miami on December 5, 6, and 7.

The Conference is being sponsored by the Refrigeration Equipment Manufacturers Association and the Refrigeration Service Engineers Society with the cooperation of the Refrigeration Equipment Wholesalers Association and the Refrigeration and Air Conditioning Contractors Association.

Philadelphia Mixers Convene

The Philadelphia Dairy Mixers convened October 6 with President Manny Burke conducting the meeting. The group now boasts 129 members.

Duane Poulterer of the Germantown Manufacturing Company has been appointed Chairman of the Entertainment Committee. William H. Knightly of Land O'Lakes Creamery is the newest member of the Mixers.



NATIONAL ASSOCIATION of Retail Ice Cream Manufacturers convened its new officers and directors for this group photo. Standing, left to right, are Walter Dotterweich of Franklin Ice Cream, R. L. Stephens of High's Dairy Products, A. G. Keinz of Kainz Dairy Stores, Jack Green of Good Humor and Mark Schmidt of Prince Ice Cream Castles. Seated are Milton Stulberg of Lindner Ice Cream, Carl Lindner (Secretary-Treasurer) of United Dairy Farmers, William E. Clegg (President) of Silverwood Dairies, Marie Mitchell (First Vice President) of McClary's Ice Cream, and Edwin L. Cheney (Second Vice President) of Old Mill Ice Cream. Not present when the picture was taken were Third Vice President Lloyd A. Greene of Bard's Dairy Stores, Executive Secretary Ed Warder, and Directors Charles Cook and James E. Davis.

Dr. Hermann On "Conditions"

Dr. Louis F. Hermann, Chief of the Research Division, Dairy Branch of the U. S. Department of Agriculture's Production and Marketing Administration, was the guest speaker at the October 8 meeting of the Dairy Technology Society of Maryland and the District of Columbia. His topic was "Changing Economic Conditions In The Dairy Industry." The meeting took place at the Park Plaza Hotel in Baltimore.

Dr. Hermann discussed recent changes in the demand for dairy products, the changing picture in non-fat milk solids, changes outside the dairy industry that affect the supply of and demand for dairy products, expansion of plants and milk distribution areas, trends in product improvements and other economic conditions.

Harry L. Cooke of the Howard Johnson Company is President of the society. Glenn T. Hoffman of High's Dairy Products Company is Vice President. Dr. C. W. England of C. Y. Stephens Dairy Industries is Secretary-Treasurer.

100 Attend Connecticut Conclave

The more than 100 ice cream manufacturers, milk producers and distributors and State Department representatives attending the thirty-second annual meeting of the Connecticut Dairy and Food Council at the Hartford Club in Hartford October 9 were presented with statistical ammunition concerning the economy of dairy products on a price as well as a nutritive basis. Principal speaker of the evening dinner meeting was P. E. O'Donnell, Agricultural Statistician with the U.S.D.A., who showed charts demonstrating that, because of their high nutritive content, milk, ice cream and other dairy products are economical sources of calcium and riboflavin on a price for price basis, and in 1951 supplied $\frac{1}{4}$ of the calcium and $\frac{1}{2}$ of the riboflavin in the national diet.

A. C. Fischer, Vice President and Treasurer of General Ice Cream Corporation, Schenectady, New York, was pre-

sented with a leather attache case by Marian Arnold, Director, in recognition of his leadership as past President of the Council. He will continue in an advisory capacity to the Connecticut Council.

Chicago Mixers Accept Two

The first fall meeting of the Chicago Dairy Mixers was held at the Furniture Mart on Lake Shore Drive on October 10. Twenty-four members enjoyed dinner and a film of the All Star-Los Angeles Rams football game played in Chicago August 28.

Two new members who have been elected to the Chicago Dairy Mixers were introduced by the membership committee. They are Bart Rose of the Schaefer Cabinet Company and John Rcsduetcher of the Brown Paper Goods Company.



NEW OFFICERS of the Empire Flyers, New York State supply men's organization are (left to right) Keith Van Buskirk of National Pectin Products Company, Secretary; John Weiss of the Marathon Corporation, President; John Goldhamer of Frigidaire Sales, Vice President; and John Morey of Wood and Selick, Treasurer.

New Products

NUT LINE

1

Charles A. Peterson Company has introduced a line of packaged nuts packaged in cellophane bags that is described as ideal for sale in super markets, other self-service outlets and ice cream stores.



The Capco line of salted nuts comes in three varieties—mixed nuts, cashews and peanuts. The cashews are packaged in the six-ounce bag, the mixed nuts in both six-ounce and twelve-ounce sizes, and the peanuts in both seven-ounce and fourteen-ounce sizes.

In addition, the company has marketed raw nut meats for use by housewives in two-ounce, four-ounce and eight-ounce sizes. Packed in three-color, double cellophane bags, the nuts come in seven varieties—pecans, walnuts, almonds, filberts, brazils, black walnuts and chopped nuts (without peanuts).

The cellophane bags are designed to take full advantage of the "impulse factor" in food store merchandising.

DETERGENTS BOOK

2

A book which explains clearly what detergents are and what they do has been published by the Chemical Publishing Company. Its title is "Deter-

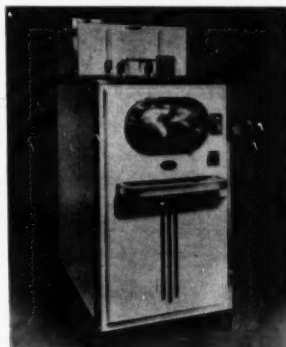
gents" and the author is Dr. Donald Price, Technical Director of Oakite Products.

The book reveals the chemical nature of the various groups of surface-active agents and illuminates the mechanism of their action in removing water hardness and wetting hard-to-wet surfaces.

"RETAILER" FREEZER

3

Cherry-Burrell Corporation announces the latest addition to its line of freezers—the "Retailer." The Retailer freezer is used to serve ice cream and other frozen desserts direct to the consumer in cones, cups, cartons, or in bulk—without dipping.



This continuous freezer has two freezing cylinders with a common discharge, so that it is possible to make two colors or two flavors, discharging them together. The "Retailer" can also be operated as a batch freezer and can handle fruits, nuts, or candy. The machine is a complete package unit, sim-

ple in design and easy to operate, according to the manufacturer.

It can give high overrun for packaged ice cream or a low overrun for direct serving. It is fully automatic and easy to clean. To put it into operation, just connect a water line and plug in the power.

The "Retailer" will also be available as a single cylinder machine for the production of one flavor only.

A copy of Bulletin F-5206, which describes more fully the freezer and also shows the ice cream manufacturer how to help various types of retail outlets sell more ice cream, as well as how to increase his volume of package goods and novelties, is available on request from the Cherry-Burrell Corporation.

NELSON UNIT

4

An entirely new fourteen-cubic foot capacity glass front ice cream merchandiser, incorporating many engineering advancements and design improvements, has just been announced by the C. Nelson Manufacturing Company. It is named the "See'n-Sell" Merchandiser.

Foremost among the new features is the construction which prevents almost completely the fogging and frosting inside the exposed area which usually impairs the attractive display of products for which this type of merchandiser is designed. All frost, ice, fog and condensation are eliminated at the ends, the underside of the superstructure, and on the 4-glass Thermopane at the front.

The display superstructure has also been completely redesigned. The height

INFORMATION PLEASE

Your Firm Name

Address

Your Name

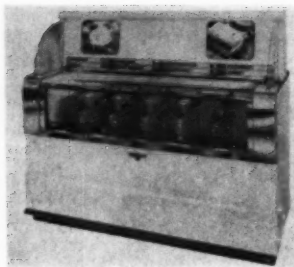
Your Title

To New Products Department,
Ice Cream Field
19 West 44 Street
New York 36, N. Y.

I would like to know more about the following New Products mentioned in the November issue.

(Print Identifying Numbers)

☐ ☐ ☐ ☐ ☐ ☐



has been lowered for maximum center aisle visibility and at the same time provides an extra display shelf. The full-color three-dimensional product pictures are quickly and easily interchangeable.

Cabinets have extra steel reinforcing; are completely insulated with four inch sheet cork board, Hydrolene sealed. Cabinets are bonderized and finished in baked white enamel.

Floor space occupied by the See'n-Sell Merchandiser is 68" x 31". Height of cabinet is 39½"; overall height is 56¼". The compressor is heavy duty ¼ H.P. hermetic, 115-volt plug-in.

VALVE BULLETIN

5

Information on industrial applications of Atkomatic solenoid valves is now available in the form of bulletins. Atkomatic solenoid valves are available for pressures up to 3,000 pounds per square inch. Adjustable timing on the closing stroke is available to pressures of 300 pounds per square inch. This feature eliminates shock on supply lines, particularly on hydraulic operations. Atkomatic solenoid valves are packless, easily maintained, and are designed to handle hydraulic operations, oil, water,

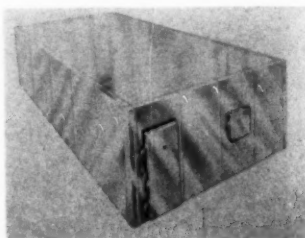
steam, air, gases and any media not harmful to bronze, the manufacturer states.

Bulletins deal with individual applications such as hydraulic operations, steam, air, gas and show typical operating diagrams. Atkomatic valves are manufactured by the Atkomatic Valve Company, and are distributed nationally through representatives in most cities coast to coast.

RECO PRODUCTS

6

Reco Products Division of Refrigeration Engineering Corporation, manufacturers of prefabricated walk-in coolers and freezers, has introduced the principle of overlap design of modular panels, which insures tight joints, perfect register, and permits tolerances between panels in walk-in cooler and freezer construction, according to the company.



The freezers and coolers are available with steel sheathing and with laminated sheathing consisting of plywood to which aluminum has been bonded to form a vaporproof interior and exterior. This material requires no maintenance and has high qualities of heat reflection. The laminate is known as "Metalply."

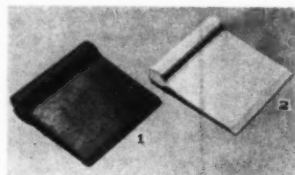
Reco overlap freezers (see illustration) and coolers are built of modular

panels which fasten together from the inside of the cooler or freezer without use of hand holes or lag bolts. They are available in a wide range of sizes with unsupported spans of up to twenty feet, and larger spans through use of lally columns and "I" beams.

Catalogue 10103, describing the new overlap line, is available upon request.

NEW SQUEEGEES

7



Meyer Body Company has placed on the market two new squeegees. No. 1 (in the accompanying photograph) is made of hard rubber and is used for cleaning out any type of tank, also for scraping frost from body plates and cabinets. No. 2 is used for various cleaning operations and leveling ice cream in novelty molds. Both squeegees are molded and sanitary, according to Lawrence F. Meyer, company spokesman.

LIQUID BROCHURES

8

A series of six color brochures giving new information about the features of the new Liquid "Diamond 50" fountain line is now being sent in a cycle mailing to ice cream manufacturers and fountain equipment customers by the Liquid Carbonic Corporation.

Each brochure separately illustrates and explains the features of the Liquid soda fountain line. Pointed up are the Max-i-Flow stainless steel water cooler

Amerio REFRIGERATED BODIES

OUTSTANDING VALUE

CONVENIENCE

STYLE

ECONOMY

Efficiently refrigerated and insulated to provide superior transportation and delivery of your ice cream and specialties in firm, consistently uniform condition . . . there is no melting or flavor loss.

SELF-CONTAINED DRY ICE AMMONIA
Let Us Quote



REFRIGERATING EQUIPMENT CO., INC.
128-36 Forty-Fourth St. Union City, New Jersey

"Serving The Better Buyers"

REFRIGERATED TONK BODIES

DRY ICE EQUIPMENT

DIFFERENTIATED REFRIGERATED EQUIPMENT



trol and recessed, scuff-proof base. A Frigidaire ½ horsepower compressor supplies the refrigeration. The cooling system completely surrounds the walls and bottom of the storage compartment to insure efficient low temperatures. The cabinet is finished in white enamel. This new cabinet will be available to the trade early in 1953.

BANANA BAR

11

"Banana Round-Up," recently introduced to the trade by Extrax Company, is offered on a complete product-equipment-advertising basis which includes large triple colored bags, banana fudge powder, stabilizer, round molds, special stickholders and special filling nozzles.



According to company spokesman Harold A. Hoffman, the most popular form of "Banana Round-Up" is the banana fudge center, made with pure banana pulp. This version of the bar allows the manufacturer to use automatic equipment.

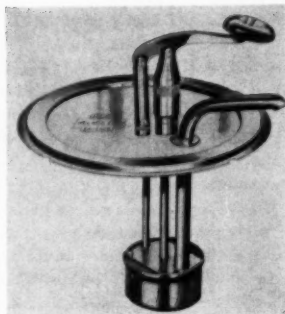
Advertising material is displayed in a unique tropical-western theme. Mr. Hoffman advised that Extrax Co. will continue to develop its merchandising program in conjunction with the "ever popular" westerns.

HOT FUDGE PUMP

12

A new development in counter service, a pump for hot fudge, has been announced by Helmeo-Lacy.

This new fountain accessory features adjustable portion control and the elimination of messy ladles. The pump, Model FP-96, can be added to the standard Model 96 fudge warmer and the double warmers, or fitted to a standard #10 tin. When demand for



hot fudge hits a slack season, the pump will handle most cold fudges.

By eliminating waste and standardizing serving portions, the pump cuts costs and increases profits, according to the manufacturer. The simple lever action pump is easy to use and easy to clean. It is made of heavy stainless steel and the outside can be wiped clean with a damp cloth. The pump meets all Board of Health requirements.

FOUNTAIN CATALOG

13

A new sixteen-page illustrated catalog showing its "Superior" and "Standard" design soda fountains has been issued by the Bastian-Blessing Company. Fountain-luncheonette assemblies and a variety of counter designs also are shown. For free copies of the new catalog write to the Bastian-Blessing Company.



SNO-GEL ICE

14

Sno-Gel Ice, a frozen gel-like compound produced from a mixture of a processed powder and water, has been placed on the market by the Sno-Gel

Company. Temperatures of this product may be changed by formula and a wide range of formulas meets a diversity of refrigeration needs, a company spokesman noted.

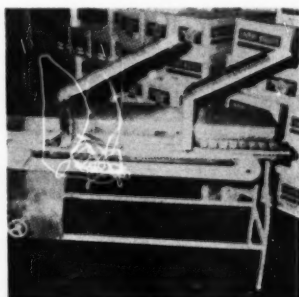
Sno-Gel is a non-lowing ice that ranges in temperature from thirty-two degrees below zero to 109 degrees below zero. It is described as ideal for shipping dairy products and other foods, and is said to be especially adapted to the packaging of ice cream for home delivery. It is odorless and safe to use in enclosed places.

Additional information and literature are available on request, as are samples.

SANDWICH MACHINE

15

William Rabin, sales manager of Empire Biscuits, has announced that the Empire Sandwich-matic ice cream sandwich processing machine is now available in the "Square Sandwich" size.



The Sandwich-matic, in both square and rectangular sizes, is available on a yearly rental basis. The unit incorporates a dispensing device that assures a capacity of up to 400 dozen sandwiches per hour. Further information is available on request.

GUNDLACH DISPLAYS

16

A new thirty-inch point-of-sale "spectacular" display with the illumination, color and motion of Broadway's famed attention-compellers is now being made available to the milk, ice cream and dairy plant distribution fields through G. P. Gundlach & Company, consultants to the dairy industry.

The Gundlach organization will provide the activated "moving message" for use in a window location or interior traffic spot of outlets of all types of dairy products.

The moving message, presented via perforated type, illuminated by a 20-

watt fluorescent lamp of any standard color, is housed in a glossy steel cabinet, thirty inches long, five inches high and 6½ inches wide, as well as a unit, nine inches high which allows for brand name display.

The message, legible at distances up to 100 feet, is presented through a hammered Jewelite glass panel which enables readability over a sweeping arc of 165 degrees. The sales message is repeated every twenty seconds without interruption.

S. & R. CATALOG 17

S. & R. Soda Fountain Manufacturing Company, manufacturer of soda fountain units, has its new 1953 catalog ready for distribution.

The new catalog features eighteen photographs of some of the models in the new line and stresses overall flexibility and quality of merchandise.

S. & R. will manufacture any style or size of fountain to meet individual requirements. A special designing department is ready to assist in working out fountain problems.

A free copy of this informative cata-

log can be had by writing to S. & R. Soda Fountain Manufacturing Company.

PACKAGE CLINIC 18



Walter Baker Division of General Foods Corporation has established a Package Design Clinic to help solve ice cream manufacturers' packaging problems.

The purpose of the Clinic is suggested in the above photograph. Recognizing that attractive package design is essential in self-service merchandising, Walter Baker asks: "Will she se-

lect your package?" Appraisal of ice cream packages in terms of product, sales objectives and market conditions is offered. Additional information is available on request.

PEANUT BUTTER WEAVE 19

A new ice cream flavor, peanut butter weave, has been introduced by Alpha Aromatics, Inc. The new flavor was introduced to the trade for the first time at the recent Dairy Exposition.

First tests among ice cream executives met with an enthusiastic response, according to a statement by Milton Ainbinder, an executive of the firm, and the flavor has now been made generally available. Peanut butter weave is being promoted by Alpha as a fall and winter ice cream business stimulant and as a special attraction for the children's market.

Alpha's peanut butter weave will not freeze or crystallize or bleed, and is not "stringy" or "pully," Mr. Ainbinder stated.

Other new flavors in the Alpha line this season are nesselrode, chocolate chip in paste form, and almond butter-nut crunch.

BEAUTY DESIGNED TO SELL!

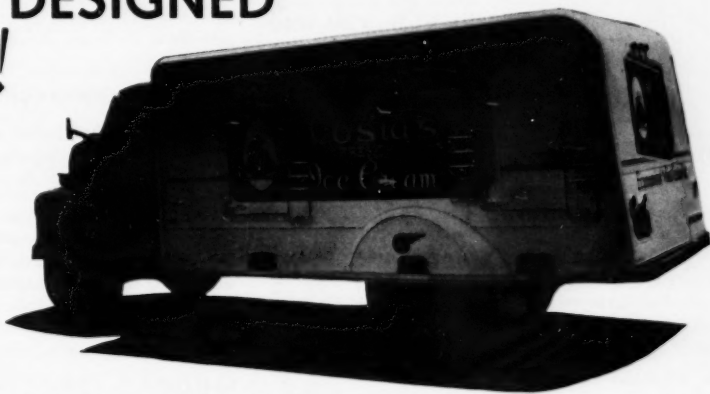
1420 gallon All-Aluminum Structure

Insulated:

- 6" Onazote in floor
- 8" Styrofoam in roof
- 8" Styrofoam in walls

Interior lined with galvanized steel

Floor is 20 gauge corrugated stainless steel



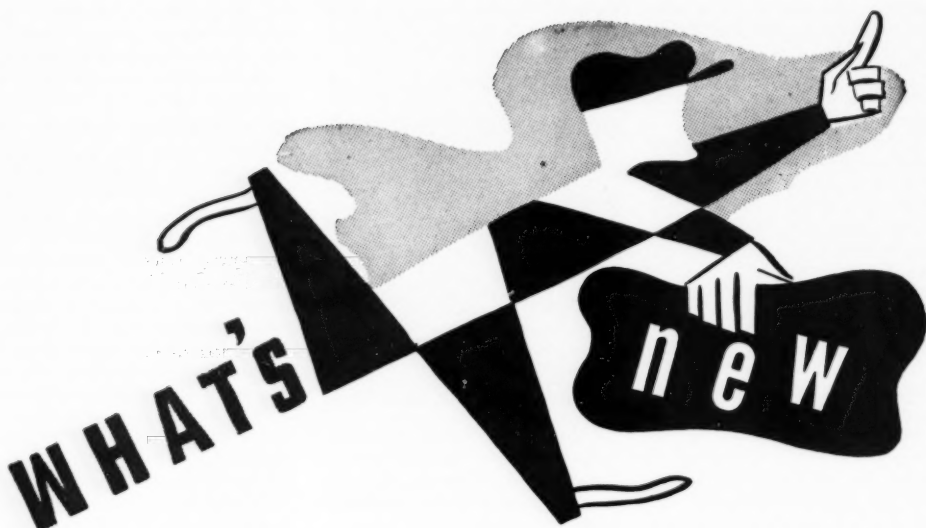
Ruggedness and Lightness of body weight keynote this new All-Aluminum Structure refrigerated body. Custom Building, maximum ease of loading and unloading, the best of quality insulation and refrigerating equipment are only a few more of the additional features built into every Barry and Baily ice cream body. For YOU this means Long Body Life and LOW, low, delivery costs.

You owe it to yourself to know more about the value of all-aluminum construction in holding down delivery costs. Ask us for all the facts.

Pioneers in All-Aluminum Structure

BARRY & BAILY CO.

2421 No. 27 Street
Philadelphia, Pa.



—people—

ROBINSON HEADS OTTENS COMPANY



G. C. ROBINSON

and ice cream manufacturers.

Mr. Robinson states that there will be no major change in the company policy and that Ottens will continue to feature quality products.

A more aggressive sales and advertising program will be put into effect with greater emphasis on distribution through supply houses and distributors.

A. BROOKS PRAY DIES

A. Brooks Pray, assistant treasurer of the Borden Company, died September 29 in Nyack Hospital, Nyack, New York, after a long illness. He was sixty-two years old. Mr. Pray had joined Borden's in 1912 as a clerk. He became chief clerk of the Treasurer's Office in 1930, and assistant treasurer of the company in 1943.

CHARLES DRESSSEL DIES

Charles L. Dressel, retired President of the Chicago Milk Division and former chairman of the Chicago-Central District of the Borden Company, died September 24 in Miami, Florida. He was 59 years old. He had been in ill health for the past two years.

ADVERTISING POST TO WEIL

E. J. Rush, General Manager of Peoria Producers Dairy, has announced the appointment of Joseph A. Weil as Advertising and Public Relations Manager. In this capacity, Mr. Weil will supervise all promotion and public relations activities of the Peoria, Illinois firm.

LYNCH APPOINTS ECHLIN

Bernard J. Echlin has been appointed Industrial Relations Manager of Lynch Corporation, Anderson, Indiana, according to F. K. Zimmerman, the company's President.

Mr. Echlin's duties will include Labor Relations for the five plants of Lynch Corporation, including the Packaging Division, in Toledo, Ohio; the Compressor Division of Defiance, Ohio; the Marion, Indiana, machine shop; the Lynch foundry and the Glass Machinery Division plant in Anderson, Indiana.

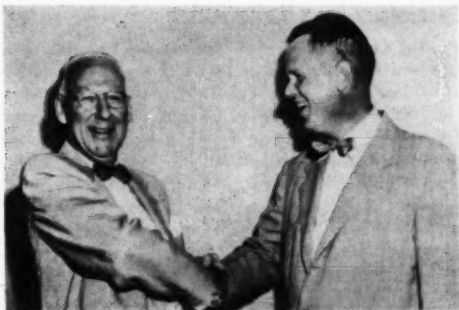
CLIFFORD C. ABBOTT IS DEAD

Clifford C. Abbott died September 11 at Calgary, Alberta, Canada. He was fifty-one years of age and had been with the Newly Weds Baking Company for the last six years.

Burial was at Watford, Ontario, Canada. He was survived by his wife Hazel, son Norman, and daughter Norine.

OWEN RICHARDS RESIGNS

Following disagreement on policy matters, Owen M. Richards has resigned as general manager of the American Dairy Association. Several other top ADA executives also submitted their resignations.



R. R. CUNDALL (left) congratulates R. J. McClure, his successor as manager of Cherry-Burrell's Cincinnati branch.

McCLURE SUCCEEDS CUNDALL

As of November 1, R. J. McClure, who has been a Cherry-Burrell sales representative in portions of Ohio and Indiana, took over the duties of branch manager of Cherry-Burrell's Cincinnati branch. He succeeded R. R. Cundall, who has been active in the management of the Cincinnati Branch for twenty-five years since the formation of Cherry-Burrell Corporation, and prior to that for the John W. Ladd Company.

Mr. Cundall, until March 1, 1953, will be advisor to the branch manager. After that date Mr. Cundall will spend all of his time in a new position involving sales promotion responsibilities. He has already started to take over the details of his new position and will increase his activities in sales promotion steadily until March 1, when he will devote all of his time to the new assignment.

James Kelsey who was formerly connected with the Cleveland branch has already started to take over the duties formerly handled by Mr. McClure.

MASSEYS TO CONTINUE PRESENT POLICIES

Massey Vanillas Inc. will continue its present policies under the administration of Executive Vice President C. J. Nielsen, it was announced last month. R. J. Massey, President of the firm, died September 23 at the age of seventy-seven, as reported in the October issue of this magazine.

Mr. Nielsen has more than thirty-two years of experience in the vanilla industry and has acquired first-hand knowledge of vanilla beans by inspecting them at their source.

Mr. Massey was born in Liverpool, England and came to America at an early age. He entered the vanilla business in 1907 and was well-known throughout the ice cream industry.

VENDO CHANGES ANNOUNCED

The Vendo Company has announced two recent changes in its Dairy-Vend Division.

Ed Parker, New England representative, has gone into business for himself as a Dairy-Vend operator, and he is succeeded by R. H. Wagstaff, formerly on special assignment in Chicago and the midwest territory.

Dale McCollum, Oregon representative, has been promoted to the position of West Coast representative with headquarters in Los Angeles.

NAYLOR JOINS GUNDLACH

William T. Naylor, who has been prominent in civic activities of the Greater Cincinnati area, has become associated with G. P. Gundlach & Company, 1201 West 8th Street, Cincinnati, consultants to the dairy industry.

Mr. Naylor will serve as account executive for an Ohio Valley area comprising southern Ohio, Kentucky and parts of Tennessee, Virginia and West Virginia. He will make his base in Cincinnati.

KELCO NAMES O'CONNELL



T. V. O'CONNELL

Kelco Company has appointed Thomas V. O'Connell to the sales staff as a sales representative.

Mr. O'Connell's home is in St. Louis, Missouri and he will represent the company in eastern Missouri, Arkansas, Western Tennessee and Southern Illinois. He is a graduate of St. Louis University and served in the Air Corps for three years during World War II. Prior to joining the Kelco Company, Mr. O'Connell was a technical representative of the Midwest Rubber Reclaim Company.

Sell Ice Cream To Christmas Shoppers-NUROLL DIPPER DEAL SOLVES GIFT PROBLEMS



No gift, at any price, is more acceptable than a Nuroll Ice Cream Dipper. Despite the fact that an enormous number of Nuroll Dippers have been sold, the fact still remains that thousands of homes in your town do not have one — are still trying to dip your ice cream with table spoons and kitchen knives.

This month countless thousands will buy Nuroll dipper deals to get the dipper for gift use. The other items in your Combination Offer—the ice cream, cones or syrup—they will use. The dipper they will give.



We supply display cards, newspaper and handbill mats, home recipe leaflets. A new low price on Nuroll dippers puts this great proved plan within the budget of any retailer.

NUROLL

REG. U.S. PAT. OFF.
REG. IN CANADA
Domestic Type
Non-Mechanical
ICE CREAM DIPPER

Nuroll is a beautiful one-piece casting of sanitary metal — a real professional type dipper that anyone can use with ease and speed.
List price \$1.35 ea. F.O.B. Toledo, Ohio

The Zeroll Company
2410 Robinwood Ave.
Toledo 10, Ohio

Copyright 1949 The Zeroll Company, Toledo, Ohio

ZEROLL — NUROLL — BULKROLL ICE CREAM DIPPERS

MAN WANTED!

One of the most wanted men in the ice cream industry apparently is Howard B. Grant, Publisher of **ICE CREAM FIELD**. There's no doubt about it if you ask the men who prepare the programs for the leading dairy conventions.

Just recently, Mr. Grant was asked to discuss the vegetable fat situation at the annual meeting of the National Association of Retail Ice Cream Manufacturers in Chicago. On October 30, he addressed the Iowa Ice Cream Manufacturers Association in Des Moines. In January, he will speak at the Pennsylvania State College and Rutgers University Ice Cream Conferences.

You'd never know he lives in New York State!

DIXIE CUP APPOINTS TWO

Dixie Cup Company announces the appointment of K. B. Gilmore as West Central Regional Sales Manager with headquarters in Chicago. Mr. Gilmore replaces A. G. Malone, recently transferred to Brampton, Ontario as the company's Canadian Sales Manager.

A graduate of Wayne University, Mr. Gilmore has been with Dixie Cup since 1941. Starting as a water cup salesman, he has been territory manager in Cincinnati, Omaha, and most recently, Chicago.

The appointment of Austin G. Malone as Canadian Sales Manager with headquarters in Brampton has also been announced. Mr. Malone is replacing Ralph Isaac who has been transferred to the company's home office in Easton, Pennsylvania on a National Sales Management assignment.

SUTHERLAND APPOINTS TWO

Sutherland Paper Company has appointed two new men to its field sales force to cover newly created territories.



William Vaughan (right, in above photo) has been with Sutherland Paper Company for the past year in the capacity of special representative for the lighter method of laundry packaging. He had eight years experience in the paraffined carton industry before joining Sutherland and will concentrate his efforts along that same line in the Chicago area. He will also continue to handle the lighter method in Chicago.

Daniel W. Marks' (left, above) background experience includes five years in the folding carton industry, having been located in a territory comprised of Virginia and North Carolina. His territory for Sutherland will be the north-eastern part of Texas with headquarters in Dallas.

J. E. BOERGERT APPOINTED

John Cherry, President of Cherry-Burrell Corporation, announces the appointment of John E. Boergert as Controller. Mr. Boergert, a Certified Public Accountant and a graduate of Northwestern University, has been with Cherry-Burrell since 1936. He will be succeeded in his former position as Accounting Manager of Cherry-Burrell's Cedar Rapids Division by S. W. Delzell.

NEW DISTRIBUTOR FOR A-B



The Refrigerated Cabinet Division of Anheuser-Busch, Inc. recently announced the appointment of Duncan-Mills Corporation, 1940 Mission Street, South Pasadena, California as distributor in California, Nevada and Arizona.

G. W. McClellan (left, in above photo), President of Duncan-Mills, has as his District Manager Ken Wuch (right, in above photo), who will be in charge of this territory.

KING ELECTED TO HEAD FUNSTEN

Hugh L. King, formerly assistant to the President of the R. E. Funsten Company, has been elected President of that company. He succeeds Perry A. Noble, who has been elected Chairman of the Board.

A. H. Kolmer, formerly Vice President, has been elevated to the position of Executive Vice President.

O. H. CLAPP RESIGNS

Stein, Hall & Company, Inc., New York, has announced the resignation of Oliver H. Clapp as Vice President and Director.

NEW POSITION FOR BAKER

Neil R. Baker, formerly manager of the Central Division of Fairmont Foods Company, has moved from Columbus, Ohio to take charge of the firm's plant at Grand Island, Nebraska.

Mr. Baker, who started with the Fairmont Foods Company in 1913 at Crete, Nebraska, has worked for Fairmont at Columbus, Ohio for the past twenty-seven years.

HARDER EXPANSION REVEALED

Announcement was made last month that plans had been completed for the expansion of production facilities at the Harder Refrigerator Corporation, manufacturer of home and farm freezers.

The announcement came from Robert L. Tyler, President of both Harder and its parent company, Tyler Fixture Corporation, Niles, Michigan.

Business News

FDA SEIZES VEGETABLE FAT PRODUCT

The Food and Drug Administration seized recently in New Orleans close to 2,000 gallons of "Chil-zert," a vegetable fat frozen product shipped there by the Rich Products Company of Buffalo, New York. FDA alleges that the product is an imitation of chocolate-flavored ice cream, but that its label fails to bear the word "imitation." FDA stated in 1950 that any frozen dessert containing vegetable fat as a substitute for milk would be considered "adulterated."

SEPTEMBER ICE CREAM PRODUCTION UP

Production of ice cream in the United States during September was estimated at 52,450,000 gallons—six per cent more than the September output a year ago, but five per cent less than the 1946-50 average for the month, the Bureau of Agriculture Economics reports. This was the largest September production since 1948.

Seasonally, ice cream production dropped only fifteen per cent, compared with a decline of twenty-six per cent between August and September last year and an average decrease of twenty-two per cent between these months in the five-year period, 1946-50.

Production in the first nine months of this year totaled 474,595,000 gallons—up four per cent from the same period of 1951, but down four per cent from the average of the first three quarters during 1946-50. September weather was generally dry and hot.

Sherbet production in the United States, estimated at 2,820,000 gallons for September, was forty-four per cent larger than the output of September last year and was 119 per cent above the five-year, 1946-50, average for the month. (The August 1952 revised estimate was 3,500,000 gallons.)

CONVENTION DATES ANNOUNCED

Dates for the 1953 convention of the National Association of Retail Ice Cream Manufacturers have been announced by a spokesman for the group. The association will convene November 2 to 4 in the Hotel Statler, Buffalo, New York.

It is believed that the International Association of Ice Cream Manufacturers will hold its annual convention in Boston in 1953. Probable dates are October 29 to 31.

NEW CABINET LINE FOR DIXON

The Dixon Company, 376 Nelon Street, S. W., Atlanta, Georgia, has been appointed as wholesaler for the ice cream cabinet division of Anheuser-Busch, Inc. The Dixon firm, with Herman R. Dixon, Chairman of the Board, and G. Alton Haines as President, distributes dairy equipment and supplies to the industry.

With the addition of this new line of cabinets, Mr. Haines announced that A. F. Koeninger would cover sales in Northern Georgia and R. A. Baxter Southern Georgia. H. P. Quillian will serve the Alabama area and C. L. Engers will have Florida as his territory.

MACHINERY FLOWN TO HAVANA FIRM

Havana's small fry population will be glad to know the "ize krim" situation is being improved.

The Cuban capital's output of ice cream will be substantially boosted by a complete manufacturing unit flown from Miami to Havana aboard a special Pan American World Airways cargo Clipper.


Containing everything from spoons and cups to huge ice cream freezing machines and cold storage chests, the full plane load of equipment was valued at \$5,469 by the Miami export firm sending it to the Key Ice Cream Company of Havana.

CONTAINER CORPORATION ISSUES REPORT

Net earnings of the Container Corporation of America for three months ending September 30 were \$2,434,000, as compared to \$1,989,000 in the same period last year. For the nine months ending September 30, the company's net earnings were \$7,738,000, as compared to \$9,515,000 in 1951.

BEATRICE PROFITS INCREASED

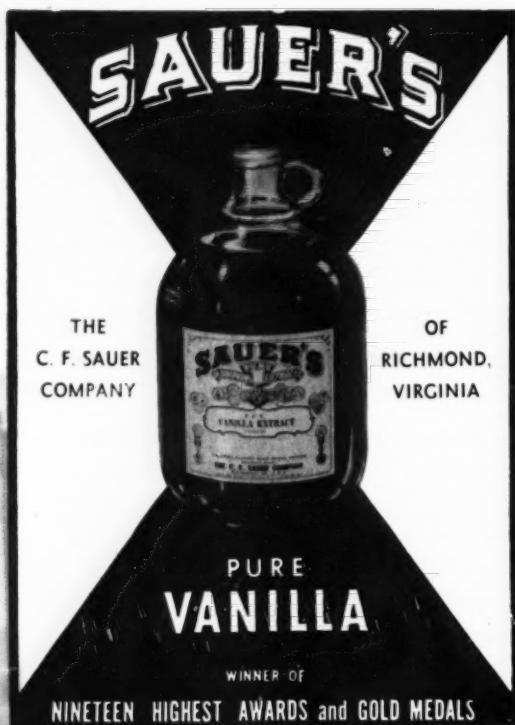
Sales and net profit of Beatrice Foods Company for the second quarter and for the first half of the company's fiscal



always use
Nestlé's for the
finest
chocolate ice cream

NESTLÉ'S, PETER'S, RUNKEL'S
FINE CHOCOLATE COATINGS, LIQUORS, GRANULES, COCOA

The Nestlé Company inc.
2 WILLIAM ST. WHITE PLAINS, N. Y.



year were ahead of last year, according to William K. Karnes, President.

Net profit of \$831,756 for the quarter ended August 31, was equivalent after preferred dividend requirements to 76 cents a share on 1,038,980 shares of common stock outstanding. This compares with net of \$790,135 and 73 cents a share on 1,023,769 shares of common stock outstanding for the same period last year.

For the six months ended August 31, net profit amounted to \$1,387,279, equivalent after preferred dividends to \$1.26 a share, compared with \$1,344,540 and \$1.23 a share for the same period of last year.

Sales for the quarterly period ending August 31 amounted to \$61,884,655, an increase of \$1,184,709 or 1.9 percent over sales of \$60,699,946 for the same quarter last year. Sales of \$118,011,243 for the six months period compare with sales of \$115,419,288 for the corresponding period a year ago, a gain of 2.2 percent.

Due to favorable weather conditions during the summer months in most parts of the country, unit ice cream sales were higher than last year and ice cream profits improved over the previous year, Mr. Karnes stated.

EX-SODA DISPENSERS CITE PLATFORM

In the famous Pump Room of Chicago's Ambassador East during this year's DISA exposition, there came into being the Ancient and Honorable Guild of Former Soda Dispensers, pledged to advance three major causes: (1) to re-

store the old-fashioned chocolate soda as the American favorite; (2) to dignify the soda dispensing vocation and bring it the public appreciation it merits; and (3) to help present-day and future dispensers rise to fame and fortune.

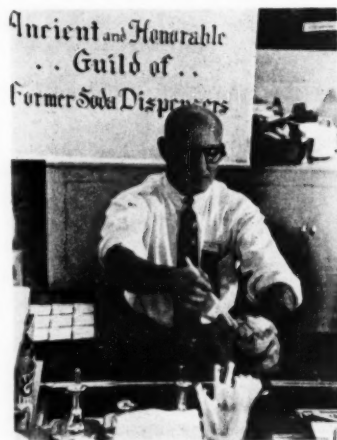
Present—each a former soda dispenser—were: Dan Mahony, director of sales of the Lily-Tulip Cup Corporation and host at the luncheon; Gene Struthers, representing the Chicago Association of Commerce; Dr. Joseph P. Allgood, of the faculty of Northwestern University; Gerald T. Bradley, of American Airlines; Morris L. Finneburgh general sales manager of Liquid Carbonic; Maurice Melford, public relations counselor; Norman Lebhar, Lily-Tulip's merchandising manager; Lawrence Hugo, featured player in "Stalag 17"; Burton Skiles, Relaxacisor Company; and Carter Davidson, former foreign correspondent and now an editor of the *Chicago Sun-Times*.

The founding guildsmen heard Mr. Mahony, their organization's newly elected Executive Secretary, announce that the guild's headquarters will be in Room 915 in the Chanin Building, 122 East 42 Street, New York City, and that membership application forms are available there. And the founders applauded enthusiastically, when Mr. Mahony said:

"We shall welcome to our ranks all former soda dispensers who have attained prominence in any field of endeavor. With their influence and counsel, they will help the guild grow and become a power for good."

The Guild has asked the Republican and Democratic candidates for President and Vice President to declare themselves on the three planks of its platform.

In the Lily-Tulip exhibit at the Exposition, Morris L. Finneburgh, general sales manager of the Liquid Carbonic Company and a founding member of the Guild, demonstrated (see photo, below) that he hasn't lost the skill he acquired back in 1915 and 1916, dispensing sodas in the Corner Drug Store in Fort Worth, Texas.



Asked what advice he would pass on to present-day dispensers, Mr. Finneburgh said: "The future belongs to those who prepare for it. The formula for success is hard work and application."

From his \$6-a-week job behind the soda fountain in that

corner drug store, Mr. Finneburgh, applying the principles he advocates, has risen successively through the posts of stock clerk, supervisor, section manager, regional manager, sales promotion manager, and sales manager to that of Liquid Carbonic's general sales manager.

STUDY SHOWS COSTS ARE HIGHER

Expense comparisons for ice cream manufacturers, as conducted by the International Association of Ice Cream Manufacturers Department of Statistics and Accounting for the years 1950 and 1951, show that ice cream costs increased exactly 10% in 1951 over 1950. The substantial increase, which was 13.68c per gallon, affects practically every bracket of expenses. The weighted average costs for all districts in the United States were:

	1951	1950	Increase
Product Cost	.7400	.6583	.0817
Manufacturing Cost	.3118	.2749	.0369
Selling and Advertising Cost	.1483	.1423	.0060
Delivery Customers Service Cost	.2501	.2400	.0101
Administrative Cost	.0546	.0525	.0021
Totals	1.5048	1.3680	.1368

What caused the cost to increase 13.68% per gallon? Nearly everything, the survey showed, but the cost of products and ingredients accounted for the greatest increase. Generally, the increases and decreases per gallon were:

Increases

Miscellaneous	.0121
Products and Ingredients	.0817
Wages	.0208
Supplies	.0279
Advertising	.0005
Taxes and Insurance	.0013
Bad Debts	.0005

Total Increases .1448

Decreases

Depreciation	.0009
Repairs	.0036
Power Refrigeration and Water	.0033
Automatic Freight and Dry Ice	.0002

Total Decreases .0080

Net Increase .1368

The differential in costs was large. For instance in one area, one company had a product cost of \$.1116 higher than the average; another company had a manufacturing cost of nearly 6c per gallon higher than the average; another company reported an advertising and selling cost of \$.0762 higher per gallon than the average; another showed a delivery and customers' service cost of over 11c per gallon higher than the average, while still another had an increase in administrative expenses of \$.0809 per gallon over the average. These variations suggest that management should take advantage of the comparisons and watch their costs, according to the report.

PROCESSOR OPENS RETAIL OUTLET

The Hope Creamery, Hope, North Dakota, recently opened a retail store in connection with its creamery. This new store is equipped with a twenty-three-foot Bastian-Blessing fountain of the bobtail type.

HERMAN AFFILIATION ANNOUNCED

The Herman Body Company of St. Louis, Missouri, builder of refrigerated and insulated bodies for the delivery of perishable foods, is now affiliated with Jerry O'Mahony, Inc. of Elizabeth, New Jersey, it was announced by Herman Plew, President of the Herman Company.

These new manufacturing facilities will enable the Herman Body Company to distribute its products more widely throughout the East. Previously, the barrier of high shipping charges from St. Louis to the Eastern seaboard was a serious handicap. For the first time, the Herman line of refrigerated and insulated delivery bodies will be available on an equal basis to Eastern body buyers.

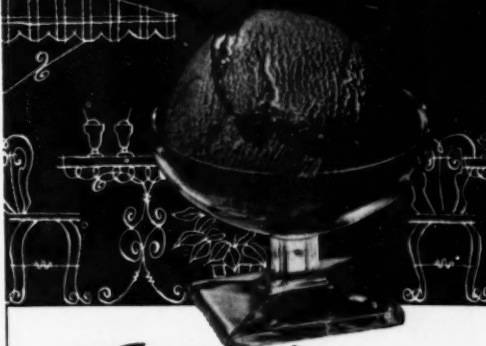
HUBINGER STAFF CONVENES

A review of the company's recent expansion program and a comprehensive outline of sales objectives and marketing problems featured the national sales meeting of the Hubinger Company, held recently at Keokuk, Iowa.

President Robert L. Fisher and Roy L. Kreuzer, the company's Treasurer, traced the company's development and modernization program. Improvements to plant since the war, they said, have added materially to plant capacity,

*For the finest Chocolate
Ice Cream in Town*

... your ice cream plus chocolate
flavors and cocoas by Ambrosia!



Ambrosia SINCE 1894
FOOD OF THE GOOD

AMBROSIA CHOCOLATE COMPANY — MILWAUKEE 3, WISCONSIN



making it one of the most efficient units for its size in the corn refining industry.

Arthur M. Robinson, Vice President in charge of sales, gave the broad picture on current sales and objectives. Panel discussions for bulk products and consumer packaged goods were led by W. C. Fletcher, sales manager for the packaged goods division, and R. G. Underwood, sales manager for the bulk products division.

Some thirty salesmen and company executives participated in the two-day meeting. In the accompanying photo, left to right, are:

FRONT ROW: Robert L. Fisher, Howard Jackson, E. J. Carlson, D. L. Edwards, Frank Craven, Donald Banghart, Howard Richmond and A. M. Robinson. SECOND ROW: H. E. Myers, Harry Wischmann, John Mulberry, George Hines, W. C. Fletcher, Henry Dusick, John Wallenbrock and Herbert Lawrence. THIRD ROW: Frank West, D. L.

Tiger, W. B. Strickland, L. G. Drusendahl, Howard Bentz, J. P. Fanning, Everett Humble and Howard Peper. BACK ROW: R. L. Kreuger, William Nye, J. T. Flahiff, L. C. Watson, G. R. Underwood, L. F. Adelberg and W. M. Wolf.

HUSSMANN PLANS NEW BUILDING

Hussmann Refrigerator Company, St. Louis, Missouri, has started construction on a new building to increase facilities of its Aircraft Division. The company is now in production of aircraft contracts for the Army and Navy, manufacturing major air frame assemblies. This new building with 128,000 square feet of space at a cost of \$1,000,000 was required to permit Hussmann to handle additional aircraft production of contracts just received (see photo, below).



The aircraft facilities is a separate operation and does not affect the refrigerator manufacturing division. Here, refrigerators and refrigeration for the food store are manufactured and shipped throughout this country and to all parts of the world.

GUNDLACH TO CONDUCT CLINIC

G. P. Gundlach & Company, Cincinnati consultants to the dairy industry, will conduct a three-day sales-profit clinic for milk and ice cream plant operators of New York State and the New England area December 2, 3 and 4 at the Hotel Ten Eyck, Albany, New York. Techniques and programs designed to assure profit-making opportunities for those in the dairy field will keynote the sessions.

Prominent topical subjects will include low-fat and vegetable fat dairy by-products; means of obtaining greater milk supply; labor relations; new developments in milk and dairy distribution; marketing and packaging; educational and sales training of plant manager and sales manager; and modern promotional and advertising media including television presentation.

G. P. Gundlach, President of the Gundlach organization, said that staff members from the home office and research laboratories in Cincinnati together with eastern account executives of the firm will present special technical and merchandising topics.

FOOTE & JENKS WINS MAIL AWARD

It was recently announced by the Direct Mail Advertising Association in New York City that Foote & Jenks, vanilla house in Jackson, Michigan has won first place in the food products division of the association's annual "Best of Industry" contest for excellence in direct mail advertising. A certificate was presented to Advertising Manager Larry Mathany, during the Direct Mail Conference held at the Shoreham Hotel in Washington, D. C. This makes the fifth time Foote & Jenks has won this award in the past six years.

THE NAME FOR *Quality* CHOCOLATE

VAN LEER


Chocolate Products
in the
Great Dutch Tradition

Manufacturers of

- quality coatings for ice cream bars
- chocolate liquors

Importers of

- Holland-Dutch-Cocoas



VAN LEER CHOCOLATE CORP
Jersey City 2, N. J. JO 5-8080

**"... opportunity
is freely given ..."**

PAUL M. HAHN
President, The American Tobacco Co.



"Our nation has grown great largely because opportunity is freely given. Only very few people actually make their own 'breaks.' Today, millions of Americans are providing for their personal financial security and at the same time helping in the building of our national defenses. The opportunity to do so is given by business management which affords employees the means of practicing systematic thrift through the Payroll Savings Plan for the purchase of U. S. Defense Bonds."

Nearly seven million employees of industry are "providing for their personal security and at the same time helping in the building of our national defenses."

- they are the men and women who availed themselves of the opportunity referred to by Mr. Hahn—the opportunity to enroll in the Payroll Savings Plan for the systematic purchase of U.S. Defense Bonds.
- they represent a high percentage of their companies' employees—in plant after plant, the averages are climbing to 60%, 70%, 80%—even higher.
- their investment in Defense Bonds—and America—add up to \$140 million per month.
- they constitute a large block of the men and women who on December 31, 1951, held Series E Bonds

amounting to \$34,727,000,000—\$4.8 billions more than the cash value of Series E's outstanding in August, 1945.

Not far from you is a State Director of the Savings Bond Division. He will be glad to tell you how easy it is to give your employees a Payroll Savings Plan. Or, if you already offer the Plan to your people, he will show you how to conduct a simple person-to-person canvass of your plant—a canvass intended to do only one thing—to put a Payroll Savings Application Blank in the hands of every man and woman on your payroll. Your employees will do the rest.

Phone or write to Savings Bond Division, U.S. Treasury Department, Suite 700, Washington Building, Washington, D. C.

The U. S. Government does not pay for this advertising. The Treasury Department thanks, for their patriotic donation, the Advertising Council and



ICE CREAM FIELD



NDC MEMBERSHIP DRIVE ON

The National Dairy Council's 1952-53 membership campaign has begun. Activities to further the progress and growth of NDC and the expansion of its services to the dairy industry will continue through December 31, according to final plans laid by the NDC membership committee in Chicago on September 8.

The budget goal for the National office for the coming year is \$300,000—\$100,000 from producers through the American Dairy Association; \$100,000 from processors and handlers; and \$100,000 from equipment and supply manufacturers and jobbers.

Over 90% of the total \$300,000 already has been paid or pledged by NDC's more than 3,000 present members.

Of the processor share, the ice cream budget of \$25,000 is pledged direct by the International Association of Ice Cream

DOLE REFRIGERATING Company held its annual sales meeting recently in Chicago. Pictured there were, left to right, seated, Messrs. Armstrong, DeMore, Nelson, Sawyer, Ryan, Wilkerson, Kleist, Rose, E. J. Tweed, Smith, B. P. Tweed, Hermann, Clay, Monroe, DeBaugh, Brady and Ballinger. Standing are Messrs. Keeler, Hutchinson, Hansen, Clark and Wilbur.

Manufacturers, while \$50,000 is the goal set for milk dealers, \$15,000 for butter manufacturers, and \$10,000 for cheese producers.

CHRISTIENSEN SIGNS WITH SCHAEFER

Schaefer, Inc., ice cream cabinet manufacturer, has announced the appointment of the Robert P. Christiansen Company, Chicago, as the Schaefer distributor for Chicago and surrounding counties in Illinois and Indiana.



Shown at the franchise signing in the factory-showroom are (l. to r.) Arnold Christiansen; Robert P. Christiansen; Elton F. Hess, Schaefer Sales Manager; Eugene O'Brien, Christiansen executive, and Bart Rose, Schaefer's Chicago District Representative. The Christiansen firm is well known to ice cream manufacturers of the Chicago area, as it has been supplying dairy equipment for many years.

The Christiansen Company will maintain showrooms and warehouse with the full line of seventeen Schaefer models available at all times. Service and replacement items will be available for quick delivery throughout the area.

PENN DAIRIES HAS NO PACKAGE PROBLEM

Penn Dairies, Inc., of Lancaster, Pennsylvania fills an average of 5,000 half-gallon Liquid Tight paper containers with ice cream every day. During the height of the summer season the company has filled upwards of 50,000 two-quart containers in a single five-day work week.

Sporting a bright green label, and the company's registered "Pensupreme" trade name, the round, rigid containers have proved efficient, economical and are accepted by both retail and household customers, a company spokesman said.

During manufacturing, the sanitary, 100% virgin stock

for definite satisfaction

**HOOTON
CHOCOLATE
FLAVOR COAT**

Pail coating made with chocolate liquor for the finest tasting bars . . . adds sales and profits.



**HOOTON
"COATSWELL"**
MADE WITH COCOA BASE

**HOOTON CHOCOLATE
COMPANY**
NEWARK 7, N. J.



containers are filled at room temperature with ice cream whose internal processing temperature is 21°F. above zero (see accompanying photo). The filled containers are then whisked into a chilling tunnel and subjected to the extremes of 45° below zero cold for long enough to freeze the bulk contents. Then the frozen ice cream containers are stored in a two story high hardening room at 32° below zero.

MICHIGAN SCHOOL PLANS COURSE

Michigan State College is making plans for a Dairy Manufacturing Course which is to be offered in the early part of next year. This eight-week course has been offered since 1874 and has provided training for hundreds of men. The dates for 1953 are January 12 to March 6.

Information concerning this course can be obtained from the Dairy Department or the Department of Short Courses, Michigan State College, East Lansing, Michigan.

35 COUNTRIES REPRESENTED AT SHOW

A preliminary count shows that more than 700 visitors from thirty-five foreign countries attended the world's largest industrial show—the Eighteenth Dairy Industries Exposition—in Chicago in September.

C. R. SCHOBY (left), retiring Chairman of the June Dairy Month Sponsor Committee, points up to Carl A. Wood, newly elected Chairman of the 1953 group, the "biggest sales opportunity" offered to the dairy industry. Mr. Wood is President of the Dairy Industries Supply Association and is an executive of the Cherry-Burrell Corporation. The theme chosen for the 1953 campaign is "Nature's Goodness At Its Best—Dairy Foods."



Many of these visitors got together in the International Lounge manned by the staff of Dairy Industries Society, International to exchange ideas about the customs and dairy practices of their countries, to learn about DISI and to discuss the dairy industry internationally. The Lounge is always a clearinghouse for all kinds of information desired by international visitors to the exposition, which is sponsored by Dairy Industries Supply Association.

Although the final count hasn't been tabulated, preliminary figures show that approximately 726 persons of the more than 27,000 who attended the show were from outside the United States.

Canada broke the international attendance record, with some 510 Canadian dairymen visiting the numerous exhibits of the newest developments in dairy machinery and supplies.

Of the 149 Latin Americans attracted to 1952's largest exposition, fifty-nine were from Colombia; Cuba, thirty-eight; Mexico, twenty-four; Puerto Rico, nine; Venezuela, four; and Chile, three. Peru, the Dominican Republic, Panama, Brazil and Bolivia were each represented by two dairymen while El Salvador and Argentina were each represented by one.

A breakdown of the remaining countries represented shows that twelve visitors were from England; Austria, ten; Germany, eight; Hawaii, five; Belgium, four; Japan, four; Switzerland, four; Italy, three; Alaska, two, and Australia, two. British West Indies, Denmark, Finland, France, Iceland, Ireland, Holland, Pakistan, the Philippine Islands, Scotland and Sweden each had one dairyman present.

FOR TIE-IN PROMOTIONS



SCOOP-RITE
COMPANY

806 Wilde St., Detroit, Mich.

New! . . . A spade specifically designed for tie-in promotions. Price to ice cream manufacturer is low, ideal for combination offers. Highly polished aluminum finish makes it extremely attractive to consumer. Shown below is our sturdy, aluminum scoop, also ideal for tie-in promotions.



Classified Advertising

FOR SALE

FOR SALE: One (1) 500 gallon Mantion Gaulin Homogenizer, 2 years old, perfect condition. One (1) Icy-flo, 5000 pounds per hour, sweet water cabinet cooler, 1 year old. Reason for selling: both of these pieces of equipment are too small for present operation. Cleary's Milk & Ice Cream Company, Rhinelander, Wisconsin. Telephone 190.

FOR SALE: Complete vending business—7 trucks, 3 carts and fully equipped novelty manufacturing plant. Upper New York State. A terrific deal for party who knows vending business. Sales can be tripled. Box 397, ICE CREAM FIELD, 19 W. 44th St., New York 36, N. Y.

FOR SALE: ¼ ton 3 wheel ice cream retail truck 36 cu. ft., 125 doz. capacity. **BARGAIN.** Box 426, ICE CREAM FIELD, 19 W. 44th St., New York 36, N. Y.

FOR SALE: Ice Cream Advertising Material—Write for samples and Price List. E. R. Quackenbush, 432 Fair Street, Berea, Ohio.

FOR SALE: 1952 1½ Ton Ford Truck, refrigerated body, 5 plates 1½ H.P. Unit, 6 doors. A good buy. A. Diamond, 177 Ninth Street, Jersey City, New Jersey.

FOR SALE

FOR SALE: One—York Standard Freezer Door, 3 feet 0 inches by 6 feet 6 inches high in the clear, 4 inches of Corkboard Insulation complete with frame and galvanized hardware. Door and frame metal clad, 26 gauge galvanized steel. Angle iron sill left hand swing. Two—York Super Freezer Overlap Type Doors, 3 feet 0 inches by 6 feet 6 inches high in the clear, 8 inch Corkboard Insulation, complete with frame and galvanized hardware. Door and frame metal clad, 26 gauge galvanized steel. Angle iron sill. One right hand swing and one left hand swing. These doors still in original crate. Will sell at 1950 prices. Box 467, ICE CREAM FIELD, 19 West 44th Street, New York 36, New York.

FOR SALE: Nationally known and advertised DAIRY QUEEN STORES. Direct territory franchise for 18 counties in South Carolina. Now operating 10 stores owned and 4 franchised. Potential outlets for 25 stores in territory. Price of \$175,000 includes real estate, buildings, leases, equipment and franchise rights. A rare opportunity to own and further develop a most lucrative business now showing substantial profits. Write Box 466, ICE CREAM FIELD, 19 West 44th Street, New York 36, N. Y.

FOR SALE

FOR SALE: One 75 H.P. Westinghouse type HR 300 R.P.M. 220 V. 60 cy. 3 ph. A.C. unity power factor, synchronous motor, complete with exciter, generator set and panel switchboard. Has been in operation on a 9 x 9 50 T. 300 R.P.M. ammonia comp. 5½" crankshaft. The above is in excellent condition. Fairmont Foods Co., 608 E. Milwaukee Avenue, Detroit 2, Michigan.

FOR SALE: One Chevrolet Refrigerated Body Truck, 1½ ton, Batavia Body, Two door, 500 gallon capacity equipped with Kold-Hold plates. \$1500. Cupid Ice Cream Co., 2449 W. McMicken Avenue, Cincinnati, 14, Ohio.

FOR SALE: 1952 Ford truck insulated body, dry ice type two doors. Reasonable. A. Diamond, 177 Ninth Street, Jersey City, New Jersey.

FOR SALE: One (1) 300 gallon Cherry Burrell Vogt Instant Freezer. One (1) 40 Quart Batch Freezer Cherry Burrell. One (1) Anderson Stick Dispenser with stand. One (1) Anderson Filler and Capper. Write to Columbia Ice Cream Company, 1025 S. Kedzie Avenue, Chicago 12, Illinois.



● Basically, chocolate is America's No. 1 flavor preference. *Sugar-nut's Chocolate Butter Flake melts on your tongue like a snowflake!* Customers tell us it gives their Chocolate Chip Ice Cream a better flavor appeal. Make Sugar-nut Chocolate Butter Flake work for you.

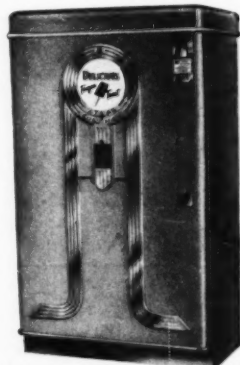
✓ Ask today for Sugar-nut's Brochure on nine industry-planted improved flake-making techniques. Make use of your present equipment to make a better Chocolate Chip Ice Cream!



The STANDARD
FRUIT PRODUCT COMPANY
208 BIG MAN STREET CINCINNATI 2, OHIO

ATLAS "Col Snac" VENDOR

**FOR ICE CREAM
BARS-ON-STICKS
OR ICE CREAM
SANDWICHES**



The ONLY Merchandiser With ALL the Practical Features That Mean Maximum Sales with Minimum Investment

- No Additional Packaging!
- Completely Automatic!
- Extra Big Capacity!
- Slug Rejector and Coin Changer at No Extra Cost!
- Fast, Easy Loading!
- Right Temperature Always!
- Light Where It's Needed!
- **PLUS**—¼ hp G.E. Compressor equipped with service valves for on-the-spot service — easily accessible mechanism — stainless steel contamination-proof liners and working parts — many other exclusive features.

Write Today!

DAIRIES! The ColSnac gives you an opportunity to open up a vast new market that can be easily handled with your present facilities! A profitable outlet for increased volume!

ATLAS TOOL & MFG. CO. 5147 Natural Bridge Blvd. St. Louis 15, Missouri

Classified Advertising

FOR SALE

FOR SALE: 1951 Anderson Automatic Ice Cream Sandwich Machine. Fully automatic, dispenses wafers, fills and bags. Complete with conveyor. Condition excellent. No reasonable offer rejected. The Borden Co., 276 Fifth Avenue, Troy, New York.

FOR SALE: Model F.F. A. Cherry Burrell Fruit Feeder; One Rice & Adams Rotary Can Washer; One 35 H. P. Scotch Marine Boiler. I. N. Hagan Ice Cream Company, Uniontown, Pennsylvania.

HELP WANTED

HELP WANTED: TOP EXECUTIVE WANTED: to act as General Manager in charge of manufacturing and sales of well-established company with an expanding operation. An outstanding line of products is distributed to cabinet manufacturers, as well as ice cream producers through a national sales force. An excellent opportunity for an individual properly qualified. Box 464, ICE CREAM FIELD, 19 West 44th Street, New York 36, New York.

HELP WANTED: SALES REPRESENTATIVE: Weber Showcase & Fixture Co., Inc., established over 54 years, offers exceptional opportunity to experienced man selling Ice Cream cabinets to Ice Cream manufacturers throughout Pacific Northwest. Exclusive territory. Salary and override on all sales. Include photo and complete details of background in first letter. Direct replies to J. Kelleher, % Weber Showcase & Fixture Co., Inc., P.O. Box 2018, Los Angeles, California.

HELP WANTED: Salesmen with grounding in ice cream industry to sell complete line of supplies and equipment for manufacture of frozen novelties. Original exclusive products, live leads furnished, liberal commission program, nationally advertised firm. Highly lucrative opportunity. Write Box 469, ICE CREAM FIELD, 19 West 44th St., N. Y. 36, N. Y.

HELP WANTED

HELP WANTED: Salesman—with following among ice cream manufacturers, to represent nationally-known firm selling to ice cream manufacturers. Strong promotional line backed by advertising. Box 316, ICE CREAM FIELD, 19 W. 44th St., New York 36, N. Y.

HELP WANTED: Experienced ice cream man; willing to freeze, make mix, keep hardening room stocked, etc. This is a small ice cream and butter plant established 15 years; 2 retail stores; year around work and good opportunity for the right party; answer giving character references and type and amount of experience. Bath Creamery Co., Inc. Bath, New York.

HELP WANTED: SALESMEN TO SELL WELL KNOWN FROZEN NOVELTY LINE. EXCEPTIONAL OPPORTUNITY. SOME GOOD TERRITORIES OPEN. WRITE BOX 452 ICE CREAM FIELD, 19 WEST 44TH STREET, NEW YORK.

WANTED TO BUY

WANTED TO BUY: Used tricycles, scooters, vending machines. Write Pony Boy Limited, 1629 Van Horne Ave., Montreal, Quebec. Phone Crescent 1385.

POSITIONS WANTED

POSITION WANTED: As sales representative or jobber. Have a background of 25 years' experience in sales and service to the ice cream industry throughout the entire United States with an excellent following. Have now confined my operation to the States of Missouri, Iowa and Southern Illinois and am looking for additional lines of merit. Write Box 454, ICE CREAM FIELD, 19 West 44th Street, New York 36, New York.

Rates

RATES: machinery, equipment and supplies for sale or wanted to buy, 6c a word (including address) for each insertion; help and positions wanted, 2c a word (including address). Bold face type double regular rates. Minimum charge \$1.00.

REPLIES to advertisements in this department must be addressed to the name, initials or address shown in the advertisement or to Box numbers c/o Ice Cream Field, 19 W. 44th St., New York 36, N. Y. Under no circumstances will ICE CREAM FIELD divulge the name of an advertiser where initials or a number is given as the address.

POSITION WANTED: Manufacturers Representative—Contacting ice cream manufacturers in Wisconsin, and Minnesota. Excellent background of sales and service in this area. Need line of Fruits, Cherries, Chocolate Coatings or other line of merit. Box 465, ICE CREAM FIELD, 19 West 44th Street, New York 36, New York.

POSITION WANTED: Position desired as dairy chemist, fieldman or sales in ice cream or milk plant. Have Bachelor of Science degree in Dairy Chemistry and six years' experience as Laboratory Director and Production Supervisor. Write Box 468, ICE CREAM FIELD, 19 West 44th Street, New York 36, New York.

POSITION WANTED: Branch Plant Manager, 38 years of age, with twenty years of retail and wholesale sales experience in the dairy business, desires any position within the industry in the southern or southwestern states. All replies gratefully appreciated. Write Box 460, ICE CREAM FIELD, 19 West 44th Street, New York 36.


POSITION WANTED: Production manager of ice cream plant. Experienced with Vogt freezers, automatic packaging equipment, also novelty operation with Vitafreeze automatic equipment. Presently employed as plant manager in good sized ice cream operation. Prefer location in midwest. Write Box 461, ICE CREAM FIELD, 19 West 44th Street, New York 36, New York.

15,000,000
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Fifteen Million refrigerator and home freezer owners are your big gallonage market. Sell them ice cream as a year-round staple for the home with the **EASY-DIP NON-BREAKABLE PLASTIC DISHER** as a tie-in promotion. Write today for quantity and descriptive literature.

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Anderson

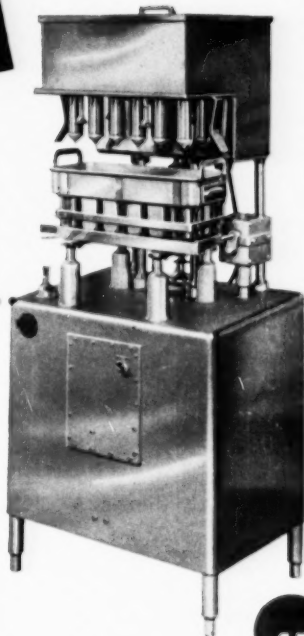
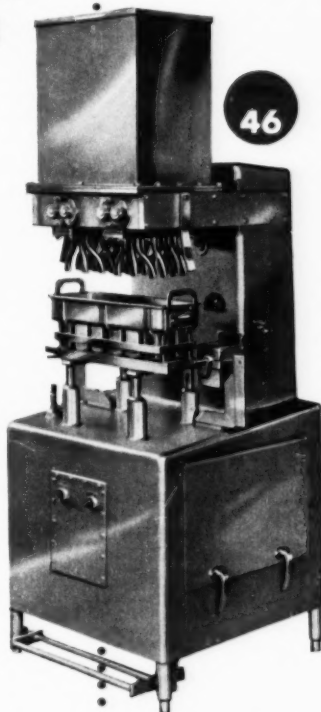
Capacity: BOTH MODELS
15 MOLDS PER MINUTE
900 MOLDS PER HOUR
1800 DOZ. NOVELTIES PER HOUR

THE ANDERSON MODEL 45 LIQUID MOLD FILLER AND THE ANDERSON MODEL 46 ICE CREAM MOLD FILLER CAN BE LINED UP SIDE BY SIDE SO THAT THE SAME CONVEYOR CAN BE USED. OPERATION, HOWEVER, IS SEPARATE.

FAST-DISPENSING MACHINES DESIGNED FOR DURABILITY ...SIMPLE AND ACCURATE OPERATION

For Dispensing Ice Cream

The Anderson Model 46 twenty-four cavity mold filler is designed for dispensing ice cream and other products having the consistency of ice cream. When filling single or twin molds with one flavor, operation is fully automatic, filling 24 pockets at one time. Quantity adjustment of from 2 to 4 ounces is possible, and while the machine is in motion. Like the Anderson 45, this unit operates in a conveyor line—mold is raised to filling position then lowered again to continue on conveyor. Timing and accurate dispensing is of paramount importance in both of these Anderson models. All parts that contact ice cream are stainless steel; the insulated hopper has a 14-gallon capacity and is divided in two equal sections; floor space taken by the machine is 26" x 28". Investigate the Anderson 46; see how it can also be lined up on the same conveyor with the Anderson 45.



For Dispensing Liquids

Ingenious in design, basically simple in operation, the Anderson Model 45 liquid mold filler is the answer to fast, accurate production of molded liquid bars. Operation is fully automatic. Single or twin molds can be filled by the Anderson 45; the machine is equipped with a measuring cylinder for each cavity in the mold. Quantity is adjustable from 2 to 4 ounces by using different size valves. Because measurement is accurate, collars on the novelty are eliminated. The tank and all parts that contact the liquid are of stainless steel; nozzles are of Neoprene and are removable. The Anderson 45 takes up only 18" x 26" of floor space and stands 60" high. Get all the facts on this outstanding machine. See how it can increase volume and reduce your production costs.



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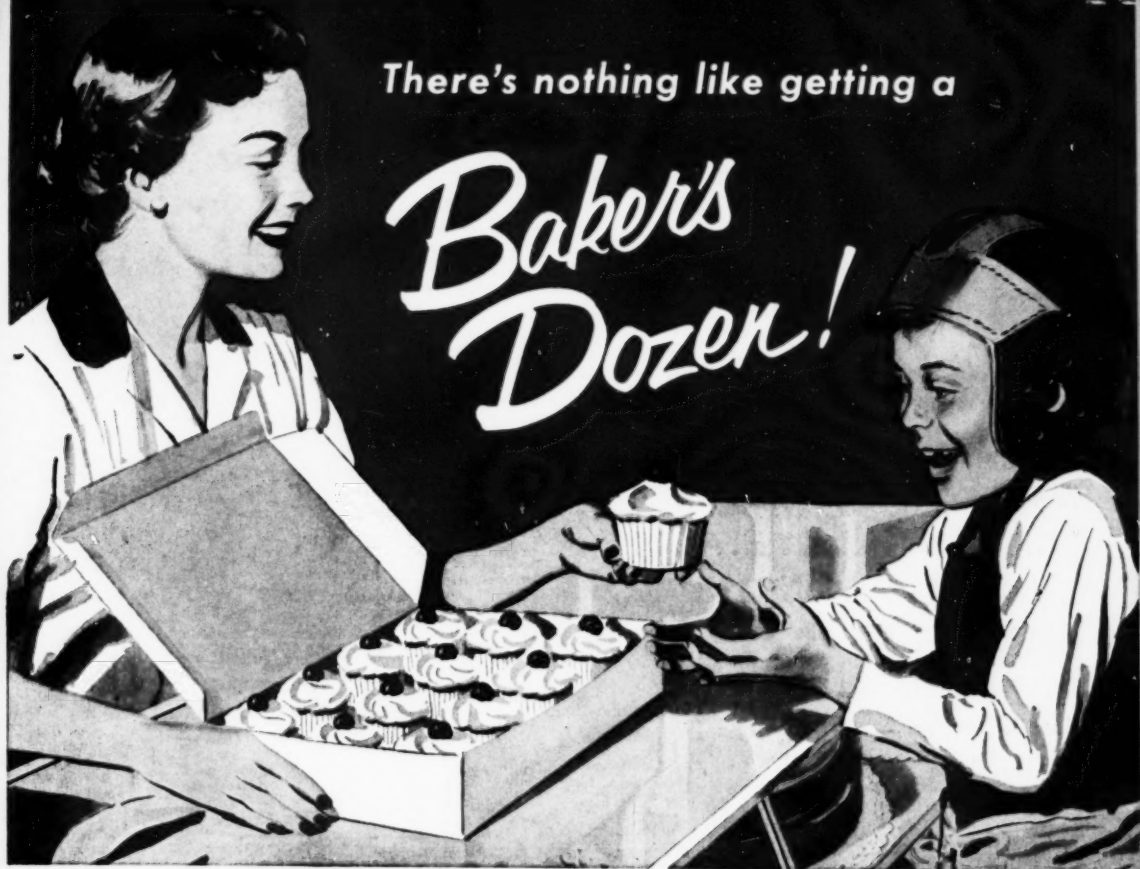
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5 SIMPLIFIED PREPARATION	6 SAVING IN TIME	7 SAVING IN LABOR	8 ELIMINATION OF WASTE
9 PREFERRED BY CONSUMERS	10 VARIETY OF USES	11 LOWER PREPARED-COST	12 DEFINITE COST-CONTROL

plus → **INCREASED GROSS PROFIT**
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